

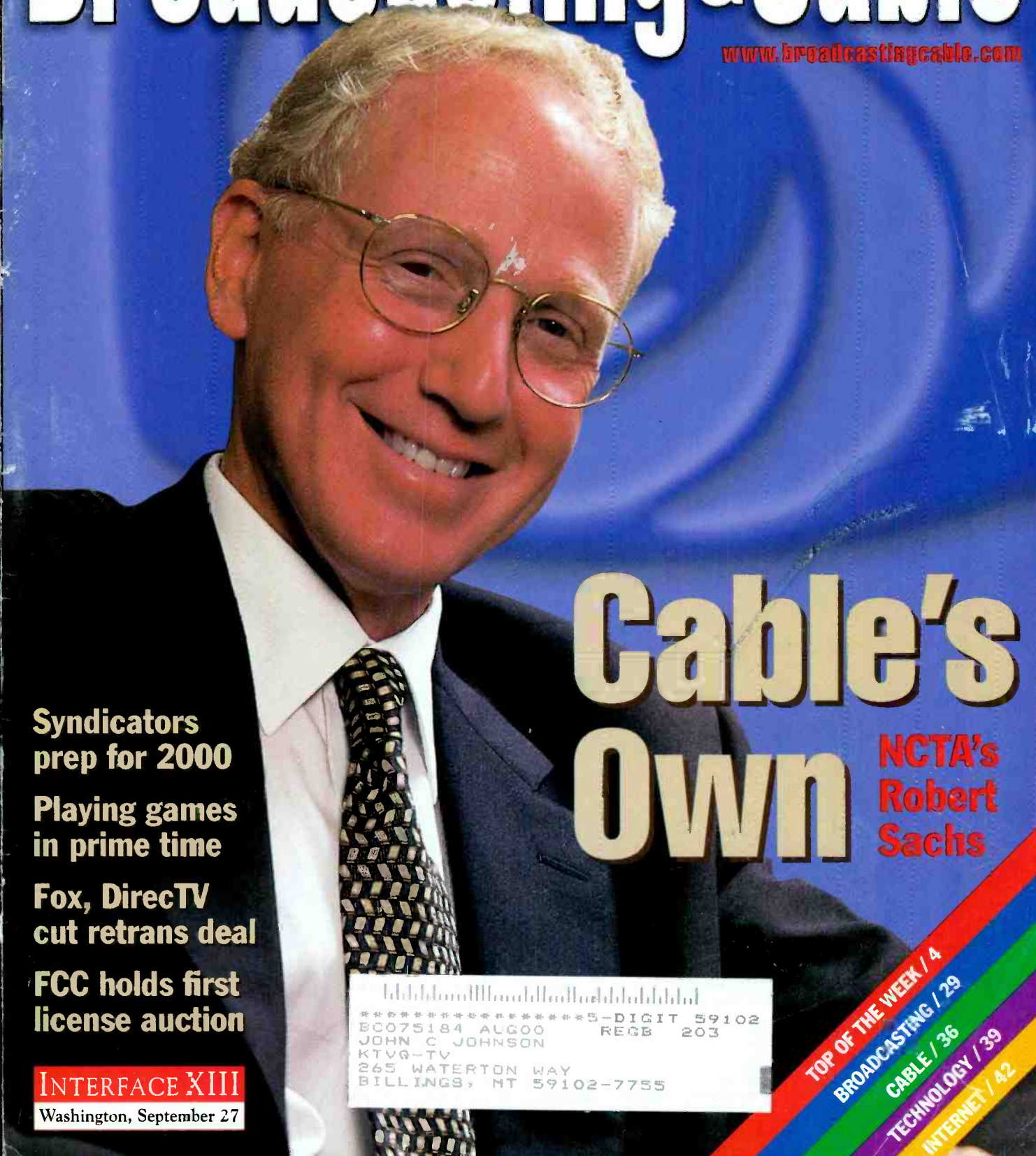
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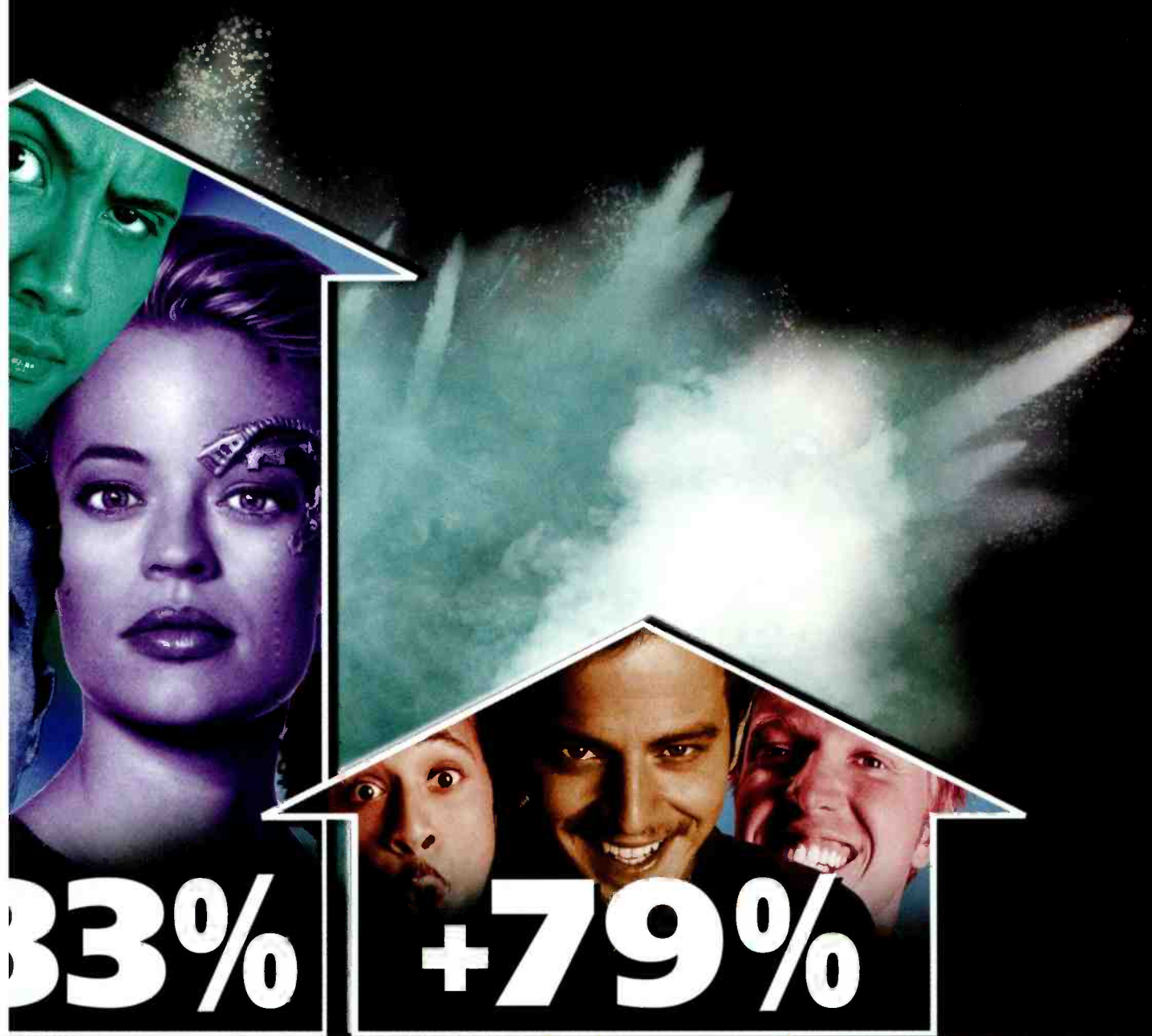
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INTERFACE XIII

Washington, September 27

TOP OF THE WEEK / 4
BROADCASTING / 29
CABLE / 36
TECHNOLOGY / 39
INTERNET / 42

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83%

+79%

TEENS 12-17

MEN 18-49

growing network
young men!



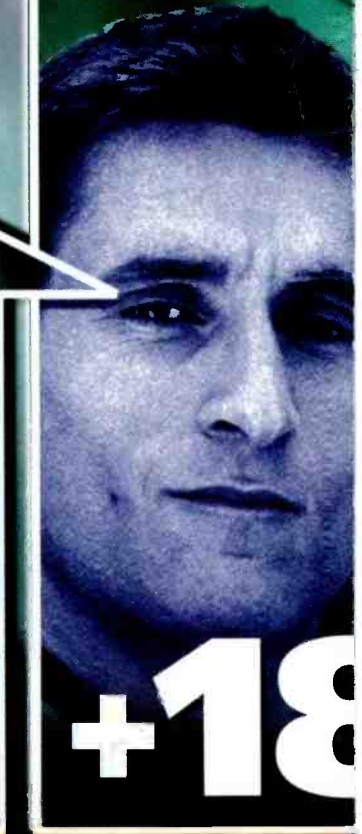
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MEN 18-34



MALE TEENS

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among you

Source: Nielsen Television Index, Average Audience Estimates, 1999-00 UPN Premieres, new and returning series vs 1998-99 time period premieres. Includes Preliminaries. Subject to qualifications furnished upon request.

THEY SAY A GOOD MAN
IS HARD TO FIND...



TOP OF THE WEEK / 6

DirectTV to carry Fox stations Satellite operator cuts no-cash retrans deal, but needs pending bill OK'd. / **12**

Local sat TV signals for all NAB president backs proposal to build nonprofit satellite system for small markets. / **12**

RTNDA commits to diversity Announces covenant with minority journalist organizations. / **14**

FMs heat up auction Brokers surprised by prices in first-ever license bidding. / **14**

Pushing kids TV paperwork CME, Charren want stations to document scheduling of children's programming / **18**

For more late-breaking news, see "In Brief" on pages 60-61



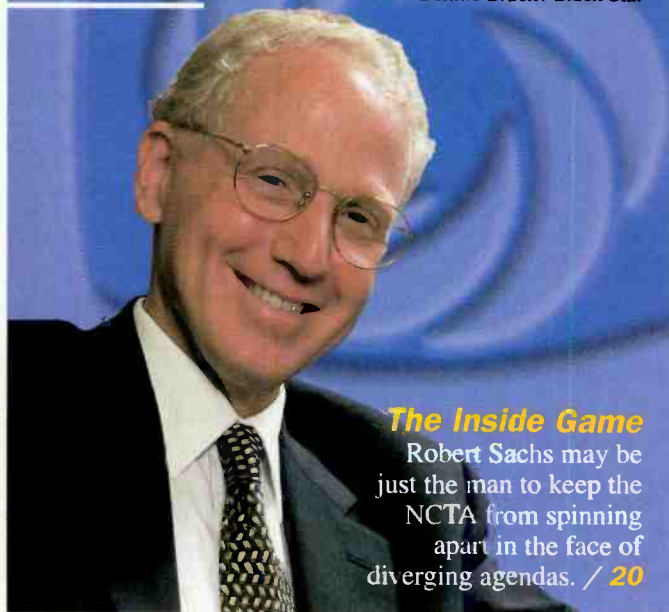
'Law & Order' is model for new reality series.

Real law, fun 'n games

Dick Wolf, Maury Povich production units said to be teaming on reality show for syndication. / **4**

COVER STORY

Cover Photo: Dennis Brack / Black Star



The Inside Game
Robert Sachs may be just the man to keep the NCTA from spinning apart in the face of diverging agendas. / **20**

Photo: Dennis Brack / Black Star

INTERFACE XIII

Washington, September 27



broadcast.com's Mark Cuban

Broadcasting and cable industry leaders provided their varying visions of the future of telecommunications. / **24**

BROADCASTING / 29

Gena/Sheena enters arena CTTD will follow 'V.I.P.'s winning formula for campy syndie hour. / **29**

Thorny start for Roseanne Sans NBC stations and faced with downgrades, talker takes ratings dive. / **31**

SBS seeks stations, Web sales Radio group banks on growing Hispanic demographic for IPO. / **34**

CABLE / 36

Portland ups the ante City officials snub AT&T, seek rival provider to build their broadband network. / **36**

Cartoon ballons Turner's animated network quietly climbs in ratings race. / **36**

Is S-A still in the running? Analysts say AT&T may still order set-tops from GI rival, but who knows when. / **37**

TECHNOLOGY / 39

CEMA likes HDTV chances But set makers, retailers plead for more programming. / **39**

Cita, BET's sassy cyberhost Cable network uses virtual sets, characters to enliven its on-air look, while saving money. / **40**

INTERNET / 42

Baseball in foul mood MLB: on-air clips not for Web usage streaming replays. / **42**

Changing Hands.....52	Fates & Fortunes.....57	In Brief.....60
Classifieds.....44	Fifth Estater.....56	Nielsen Ratings.35, 37
Datebook.....55	Get w/the Program..32	Station Break.....30
Editorials.....62	Hooked Up.....38	Washington Watch..18

Real law, fun 'n games

Wolf, Povich production units said to be teaming on reality show for Studios USA

By Joe Schlosser

With only a couple of weeks under their belts in the 1999-2000 season, syndicators are already starting to set their sights on next year's schedule, including a reality take on a veteran crime series and a handful of game shows, a suddenly hot genre (see story, page 10).

According to sources, Studios USA Domestic Television is working on a new half-hour reality-based series from *Law & Order* producer Dick Wolf and a relationship game show. Game show veteran Pearson Television is looking for a companion to one of its existing titles, and a couple of other studios are preparing to take the wraps off potential syndication projects for next fall.

At Studios USA, executives are not talking about the Wolf project, but sources say the untitled series will be a half-hour strip that applies the *Law & Order* format—showing both the criminal investigation and the trial phase—to a reality show.

The show is being produced jointly by Wolf's production company, based at Studios USA, and MoPo Entertainment, talk-show host Maury Povich's production company. Povich's talk show is currently distributed by Studios USA and Wolf's two current NBC *Law & Order* dramas are also produced under the Studios USA banner. Rob Port, the president of MoPo Entertainment, and Wolf are expected to share the executive producer title on the series.

Sources say Studios USA is targeting the series for next fall and that a pilot is currently in the works in Los Angeles. News footage, interviews and re-enactments of events will be combined to tell the type of "ripped from the headlines" stories that have become a staple of the Emmy Award-winning



For the syndication series, Dick Wolf (l) will employ the same capture-through-conviction format that he developed for his two current NBC dramas, 'Law & Order' (above) and 'Law & Order: Special Victims Unit.'

Law & Order. The show will have a regular host and will be divided into a police segment and a trial segment.

Sources say Studios USA is also looking at another kind of trial: dating. The studio is said to be producing a new relationship/game series, *Lover or Loser*.

The half-hour daily strip will offer female audience members the chance to choose between two male contestants for dates. *Lover or Loser*, which, not surprisingly, is aimed at a female demo, is also slated for a fall 2000 launch. It will be hosted by newcomer actress Meredyth Hunt, with Scott Sternberg as executive producer, sources say. Studios USA executives had no comment.

Tribune Entertainment, which has already announced plans for a new

action series for fall 2000 with former *Hercules* star Kevin Sorbo, has another potential syndication series in the works. Tribune executives have already taped a pilot for an hour relationship/talk show, *Secrets*.

The show will feature guests in front of a studio audience sharing their secrets or confessions with loved ones or friends, sources say. Jonathan Goodson, of the game show-rich Goodson family, is signed on as the show's producer. Tribune executives had no comment.

A running theme among the syndication studios is the development of companion programs for established shows.

In that spirit, Pearson Television is looking to bring out a half-hour complement to its recently launched game show, *Family Feud*. Executives say they are currently looking at two potential games for syndication, *To Tell the Truth* and *Winner Take All*. Pearson programming executive Syd Vinnedge says *To Tell the Truth* is planned for syndication, while *Winner Take All* may go to a network.

Universal Worldwide Television is also actively developing a companion piece to its freshman relationship series, *Blind Date*, and Twentieth Television executives say they, too, are developing a half-hour strip to run with newcomer *Divorce Court* next fall. Neither studio would comment on its potential projects.

Eyemark Entertainment executives say they are currently developing a sales strategy for a "high energy" talk show with "Internet Queen" Cyndi Margolis. Eyemark taped a pilot with Margolis earlier this year in Miami, and sources say the project will likely be an hour weekly series to complement the studio's *Howard Stern Radio Show* in late night. ■

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THE MOST
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CBS has \$64,000 answer

Networks say they have more game shows in works following success of 'Millionaire'

By Joe Schlosser

The game show competition is on, and CBS doesn't want to be left holding the consolation prize.

The network last week acquired the rights to *The \$64,000 Question* and is looking to bring the classic quiz show back to life as a potential midseason series. The network's in-house production arm, CBS Productions, is currently preparing a pilot and CBS executives say their plans are to bring it

to prime time television some time next year. Sources say CBS is also close to signing deals for a couple more potential prime time game shows.

The \$64,000 Question, which aired on CBS 1955-1958, was among the big-money quiz shows tarred in the rigging scandals.

CBS' announcement comes on the heels of NBC's resurrection of infamous 1950s quiz show *Twenty-One*, itself



CBS hopes it has the \$64,000 answer in the prime time game show competition. Above: Host Hal March (r) and Lynn Dollar (l) preside over an original broadcast of 'The \$64,000 Question' in the mid-50s. Behind them is the vaulted isolation booth.

on the heels of ABC's runaway success with its two-week run of *Who Wants to Be a Millionaire?* *Millionaire* is returning for a two-week November sweeps engagement and ABC executives say they are in negotiations for a "couple" more game-type series. NBC executives say *Twenty-One* is being targeted for midseason as an "alternative series" and they, too, are looking at other potential prime time game shows. NBC, which

owned the rights to *Twenty-One*, also has the broadcast rights to a handful of other game formats, including *Concentration*.

"We had been looking at the game show genre for the last four or five years and we just felt someone was going to reinvent it," says Rick Ludwin, NBC's senior vice president of prime time, late night and special programming. "And what ABC has done recently with *Whose Line is it Anyway?* and *Millionaire* is to show that there is an audience that will show up for alternative series, something other than just dramas, comedies and newsmagazines."

The suddenly hot genre is picking up where reality series have left off in recent years. The games are inexpensive to produce, good filler material and can generate big ratings. TN Media analyst Steve Sternberg says there is room for all three network's to air such prime time game shows, but he is not sanguine on their prospects as weekly series.

"I think *Millionaire* is a type of show that can draw you in and it goes very quickly," says Sternberg. "That show happened to work. That doesn't mean other shows like that are going to work, but they are certainly worth testing out. It can't hurt. And I think as a special

NBC doesn't like Mike

NBC sitcom *The Mike O'Malley Show* was the first casualty of the new season, but a handful of other series are teetering on the brink of cancellation with only a couple of episodes behind them. NBC executives yanked the Tuesday night comedy after only two outings, citing poor ratings. The show is from NBC Productions, which demonstrates that the network is not going out of its way to protect its own.

Mike O'Malley averaged a 6.6 rating/10 share in households for its first two episodes and scored only a 4.8/12 in adults 18-to-49, according to Nielsen. NBC is also said to be getting cold feet about Friday night drama *Cold Feet*. Another offering from NBC Productions, *Cold Feet* dropped 25% from its lead-in, *Date-line NBC*, in its first outing.

At Fox, controversial comedy *Action* and the Clyde Phillips drama

Get Real have turned in less than spectacular ratings in their initial outings. Both shows will be pre-empted in the coming weeks by Major League Baseball playoffs, but Fox executives say they are still standing behind the shows.

ABC executives are also mulling the futures of a pair of sitcoms: newcomer *Oh Grow Up!* and returning series *It's Like... You Know*. *Oh Grow Up* averaged a 7.6/12 in households and a 5.6/14 in adults 18-49 in its second week. The show fell more than 30% lower than its *Drew Carey Show* lead-in, but it was first in its Wednesday 9:30 p.m. time slot in the 18-49 demo. *It's Like... You Know*, which was a mid-season addition last year, was 32% below its lead-in, *Spin City*, and ranked fourth in both households and adults 18-49 in its time period last week.

—Joe Schlosser

The ratings race: September 20-29

Total Homes ratings / share / % change*				Persons, 18-49 ratings / share / % change*			
1. CBS	9.8	16	0	1. NBC	6.0	16	-2
2. NBC	9.5	16	-1	2. ABC	5.3	15	-2
3. ABC	8.7	14	-2	3. CBS	4.3	12	-4
4. FOX	5.4	9	-16	4. FOX	3.9	11	-15
5. WB	3.3	5	+10	5. WB	1.7	5	+6
6. UPN	2.4	4	+26	6. UPN	1.4	4	+56

*Compared to same period, 1998

Source: Nielsen Media Research

program that is highly promoted and easy to find, it is a good idea. But as a once a week series, they won't work."

ABC executives say they are looking at a number of potential options for *Millionaire* after its November sweeps run, including making the game a weekly series. Sternberg's comments notwithstanding, CBS and NBC executives would not rule out putting their poten-

tial game shows on as weekly series.

CBS executives would not comment on a potential host for *The \$64,000 Question*, but sources say the network may have to change the show's name for inflation's sake. An inflated syndication version of the series returned in the 1970s as *The \$128,000 Question*, hosted for two of its three years by current *Jeopardy!* host Alex Trebek. ■

Turner South rises

Entertainment net launches; Fox keeps fighting

By Deborah D. McAdams

Fox's legal maneuvering didn't stop Turner from launching a 24-hour regional general entertainment network—an industry first—but it remains an obstacle to wider distribution for Turner South.

Turner South debuted Friday afternoon to 1 million subscribers in four Southern states with a 28-hour Elvis marathon followed by the first regular season game of the National Hockey League's Atlanta Thrashers. That game is at the crux of Fox's complaint. Fox maintains Turner's carriage of Thrashers games as well as contests involving the National Basketball Association's Atlanta Hawks and Major League Baseball's Atlanta Braves violates an 1996 agreement prohibiting Turner from starting a regional sports network for at least 12 years.

Turner South's footprint covers 6 million subscribers in a six-state region. Turner's own sibling MSO, Time Warner Cable, has yet to pick up the network. A spokesman at Time Warner said only that the MSO and Turner are in "discussions" about carriage.

Neither is AT&T on board with Turner South, although MediaOne introduced it in Atlanta. AT&T is in the process of buying MediaOne. Asked if Turner will have to renegotiate that market when AT&T's acquisition of MediaOne is finalized, Turner executive Andrew Heller said, "I hope not."

Charter, another MSO with systems targeted by Turner South, is waiting for the litigation to cool.

Heller, executive vice president/COO of Turner Network Sales, anticipates more carriage deals by year's end. "A lot of these guys don't like to add channels in the middle of the year," he explained.



Braves games will be in the mix, but Turner says entertainment will drive the new regional network.

Fox will continue its legal effort to stop Turner South, despite a Georgia Superior Court's refusal to grant a preliminary injunction. Fox is appealing to the Georgia Supreme Court.

"This network is driven by sports," said Dan Fawcett, in-house council for Fox Sports Net South. "No cable operator in the South is going to carry Turner South because of the entertainment programming. The network is entirely driven by sports."

Turner begs to differ. The network's fare will include movies from Turner's copious libraries, a series based on *Southern Living* magazine, a music series called *Live from the Bluebird Café*, a comedy series, *Whole World Theatre Comedy Improv*, and others. Sporting events involving the Thrashers, The Hawks and Braves will account for only 3%-4% of the schedule, according to Turner. ■

The Street wants its TV

Wall Street loves TV, according to the results of two initial public offerings.

WB affiliate owner Acme Communications went to market last Thursday with a \$115 million IPO of 5 million shares priced at \$23 each, above its expected \$19-\$21 range. On the first day of trading, the stock price rose to \$34, giving Acme a market value of nearly \$570 million. Shares opened last Friday at \$30.25. "We're happy and busy," Acme President Douglas Gealy said Friday. The offering was well-received partly because "Acme and The WB have a very good, logical strategic plan," he said. Acme owns nine TV stations and wants more.

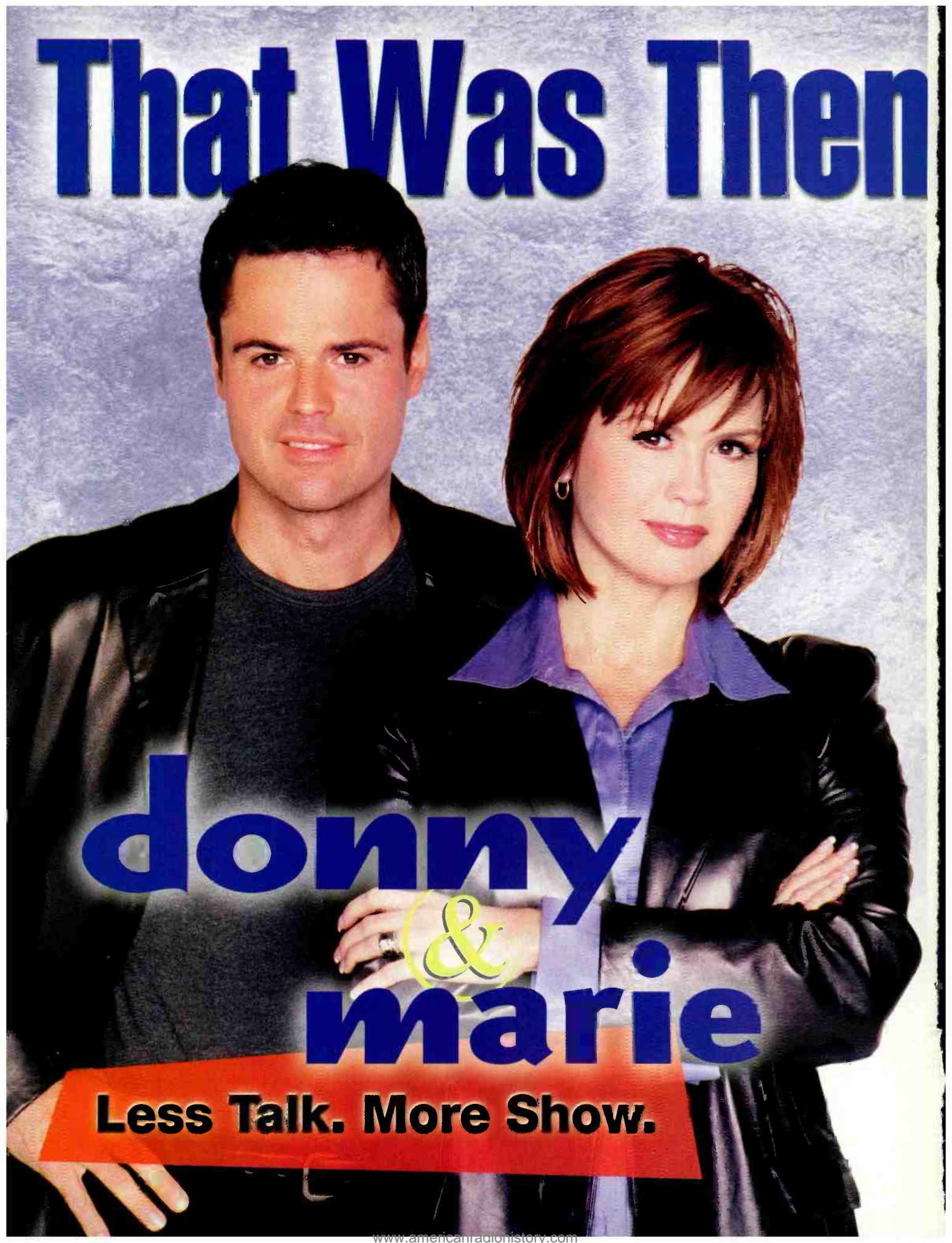
Also last Thursday, personal-television provider TiVo Inc. offered 5.5 million shares for \$16 each to raise \$88 million. Like Acme, TiVo priced above its range of \$11-\$13. The share price reached \$45, giving the Sunnyvale, Calif.-based company a value of more than \$1.6 billion. NBC- and DirecTV-backed TiVo provides a subscription service that allows viewers to pause, rewind and replay TV shows as they are broadcast.

In other stock-offerings, Emmis Communications Friday said it will release 4.3 million more shares of Class A common stock, with another 300,000 to be sold by Chairman Jeffrey Smulyan. In addition, 2.5 million shares of Series A cumulative convertible preferred stock will be offered. Net proceeds are expected to be about \$393 million, which will be used to buy more TV and radio stations and for general corporate purposes, Emmis said.

XM Satellite Radio was to go to market last week with 10 million shares priced at \$14-\$16, but the offering never happened. A spokeswoman for the Washington-based satellite-to-car company said last Thursday that XM's bankers would meet that night to decide whether to proceed the next day. An update was not available.

—Elizabeth A. Rathbun

That Was Then

A promotional photograph of Donny and Marie Osmond. Donny is on the left, wearing a black leather jacket over a dark t-shirt. Marie is on the right, wearing a black leather jacket over a purple collared shirt. They are both looking directly at the camera with neutral expressions. The background is a light blue, textured wall.

donny
&
marie

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Donny & Marie Posts Big Increases This Season vs. Year Ago!

Market	Station	Time Period	'98-'99 HH Rtg.	'99-'00 HH Rtg.	% Change
Atlanta	WAGA	2pm	1.8	3.1	+72%
Miami	WSVN	10am	2.4	3.8	+58%
Phoenix	KSAZ	3pm	2.1	4.4	+110%
Kansas City	KMBC	10am	2.4	4.0	+67%
Birmingham*	WBRC	10am	2.7	3.9	+44%
Jacksonville	WTLV	10am	2.5	3.1	+24%

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Source: NSI, WRAP Pure Program
'98-'99 (9/21 - 9/25/98)
'99-'00 (9/20 - 9/24/99)
*Birmingham not metered in Sept. '98,
uses Nov. '98 historical data

Cablevision takes first step

MSO's decision to spin off systems outside New York area portends major restructuring

By John M. Higgins

As big as it is by itself, Cablevision Systems Corp.'s move to unload its systems outside of metro New York is widely seen as just one step in a broader restructuring of the MSO.

Cablevision disclosed last week that it plans to shed its systems serving 700,000 in metro Boston, Cleveland and Kalamazoo, Mich., devoting all resources to its lucrative New York cluster. But industry and Wall Street executives say there are broader moves afoot.

At the least, all sides acknowledge that Cablevision is likely to be a chip in the poker game between Time Warner Inc. and AT&T Corp. over the restructuring of Time Warner Entertainment. That's because AT&T owns a major stake in Cablevision and Time Warner Chairman Gerald Levin covets Cablevision's New York operations. Some executives foresee Time Warner reaching to control either that Cablevision stake or part of the MSO's system operation.

Cablevision may instead try to buy back the 33% equity stake AT&T holds in the Woodbury, N.Y.-based MSO, an interest acquired when AT&T subsidiary Tele-Communications Inc. turned over its own sizable New York operation to Cablevision.

At its most extreme, the executives believe that Chairman Charles Dolan and his son, President James Dolan, may split off their Rainbow Programming division, sell their metro New York cluster and simply run the cable network and entertainment unit. That would mirror John Malone, who sold his Tele-Communications Inc. to AT&T this year but kept control of TCI programming in Liberty Media Corp. The Dolans are already struggling to separate Rainbow from the rest of the company, perhaps by spinning it off the shareholders.

"It's very, very hard to talk about Cablevision and insulate yourself from the domino effect on everything else," said Stevyn Schutzman. "This is a precursor to something that's much larger and much more complex."

Cablevision disclosed last week that it plans to concentrate solely on its lucrative metro New York operation, a fat, tight cluster composed of systems serv-

ing 2.8 million homes in Long Island, the Bronx, Westchester County, N.Y., northern and central New Jersey plus southern Connecticut. That represents 80% of its current system operations.

The other operations, each a fairly good cluster on its own, are worth around \$2.8 billion. Cablevision said it hired investment bankers Waller Capital Corp., Bear, Stearns & Co. and Merrill Lynch & Co. to "identify new ownership" of the operations.

"What they just told you is that size



Among President James Dolan's options: spin off all cable operations and run a programming and entertainment company.

does not matter," said PaineWebber cable analyst Tom Eagan. "Concentration matters."

While Cablevision said it planned to reduce its debt, sources familiar with the move said the company already has swaps for New York-market systems in mind. AT&T Corp. wants to secure Cablevision's 354,000-subscriber Boston operation, planning to trade systems in Westchester County it expects to acquire in its takeover of the MediaOne Group Inc., plus systems in Connecticut it is getting in a separate deal with Charter Communications Inc.

Adelphia Communications Corp. is lining up to take the 311,000-subscriber Cleveland unit, a market where Adelphia already has suburban opera-

tions. AT&T also plans to take over the 49,000-subscriber Kalamazoo system, then trade it off to the Comcast Corp. The company has operations in Connecticut and southern New Jersey to offer, but may have to pay some cash.

The move is no surprise. James Dolan has said in recent months that he was pretty much excluding operations outside of the New York market from his capital spending plans, prepping to offer a host of telecommunications and cable services.

What is a surprise is the timing. Wall Street and industry executives had not expected to see Cablevision move on shedding the outlying systems until the Time Warner Entertainment talks became clearer. One of MediaOne's key assets is a 26% stake in TWE, which is composed of Warner Bros. studio, Home Box Office, plus systems serving around 8.4 million or Time Warner's 10 million subscribers. Time Warner, which owns 74% of the venture, wants to reclaim Warner Bros. and HBO, while AT&T has no interest in owning programming, so a restructuring is inevitable.

Many essential details have been ironed out. AT&T is willing to shed the programming components in exchange for a larger stake in a cable-only venture. Time Warner's Levin has acknowledged that he's happy to let AT&T boost its ownership in its entire system operation to 40% or more. Sources said the companies are again discussing merging their high-speed Internet operations, AT&T-backed Excite@Home and Time Warner start-up Road Runner.

The deal depends on the FCC's rewrite of rules limiting the number of cable systems a single operator may own. The MediaOne acquisition would put AT&T well past the current ownership cap of 35% of cable homes. But the rules don't count certain ownership structures, so parts of AT&T's portfolio—most notably TWE—may not count. The new rules are expected to be detailed sometime this month.

"It all depends on what the FCC does with the attribution rules," said one Time Warner executive. "But to say Cablevision could play into all this is absolutely fair." ■



1936

First Television Broadcast



1954

First Color Broadcast



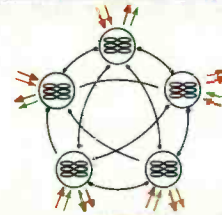
1956

Video Tape Introduced



1962

First Satellite Transmission



1998

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DirecTV to carry Fox stations

Satellite operator cuts no-cash retrans deal for all 22 signals, but needs pending bill OK'd

By Paige Albinak

DirecTV and Fox last week announced a multiyear retransmission consent agreement that will allow the satellite TV operator to offer Fox's 22 owned stations in their local markets—once Congress enacts legislation to make it legal.

"We look forward to the day when we can begin delivering local channels into local markets," said Eddy Hartenstein, president of DirecTV. "In fact, the enactment of pro-consumer legislation is the only impediment to our ability to begin delivering local channels to millions of current and future DirecTV customers."

Fox has 14 stations in the top-20 markets. DirecTV plans to offer the signals of four or five stations in each of the top 20-25 markets by the end of the year.

Fox is now the only broadcast network to have retransmission consent

agreements in place with both high-power satellite operators. News Corp., Fox's owner, last year agreed to let EchoStar Communications carry the Fox stations as part of its sale of satellite assets to EchoStar.

Sources say DirecTV is close to similar deals with the remaining three major broadcast networks, with NBC apparently the closest. Earlier this year, DirecTV agreed to a long-term carriage deal for NBC's cable news channels, CNBC and MSNBC.

DirecTV's agreement with Fox is contingent upon passage of pending satellite TV reform legislation that will allow satellite broadcasters to carry local signals in local markets.

DirecTV spokesman Bob Marsocci declined to give further details of the agreement. Sources said DirecTV will not pay Fox any cash, but instead agreed to a long-term deal to carry

Fox's cable networks.

DirecTV, which expects to charge subscribers about \$7 a month for the package of four or five local TV signals, will probably have to share that revenue with other broadcasters.

DirecTV's offers vary depending on the broadcaster, sources said. One attorney said DirecTV is offering some affiliates 25 cents per subscriber per month, but wants approximately 18 cents back in promotional ads.

Another source said DirecTV offers one affiliate no cash at all, but another as much as 50 cents. Often there also are side deals, such as cross-promotions and advertising kickbacks, the source said.

DirecTV is having a hard time cutting deals with the some large broadcast groups because they want DirecTV to carry all of their stations and DirecTV wants only the affiliates of the Big Four in large markets. ■

Local broadcast signals for all

NAB president backs proposal to build nonprofit satellite TV system for small markets

By Paige Albinak

Broadcasters want to build a nonprofit satellite TV company to carry local broadcast signals in small-to-medium markets, said NAB President Eddie Fritts at BROADCASTING & CABLE's Interface XIII conference last week.

"We can't allow those smaller stations not to have an opportunity to participate in local-into-local," Fritts said. "That's why we need a nonprofit. Without one, we end up with the proverbial haves and have-nots."

The for-profit satellite TV companies plan to offer local TV signals once Congress passes a pending bill that would allow them to do so and once they get so-called retransmission consent from the broadcasters who own the signals.

But DirecTV and EchoStar Communications, the two companies now offering high-power (small-dish) service, only plan to serve the top 20 to 25 markets.

Raleigh, N.C.-based Capitol Broadcasting plans to offer a service in the top 68 markets, but its satellite system is still on the drawing board. At best, that leaves 144 markets without any means of getting their local signals via satellite.

The NAB's ideas reflect a policy proposed by Sen. Conrad Burns (R-Mont.) two weeks ago and which the National Rural Telecommunications Cooperative has been pushing all summer.

Details of the Burns proposal are vague, but proponents want one of the government's rural-focused agencies to be able to offer approximately \$1 billion in loan guarantees to finance a nonprofit service. Congress needs to authorize that, as well as direct the FCC to make spectrum available.

Those authorizations could be added to the satellite TV reform legislation that a joint House-Senate conference is trying to reconcile and that already includes the provision permitting the local-into-local satellite serv-

ice. Members of that conference met last week for the first time. Sources expect some form of rural local-into-local provision to emerge.

Senator Orrin Hatch (R-Utah), who is chairing the House-Senate conference, asked staffers to complete negotiations by the end of this week.

The most contentious of the outstanding issues is a provision requested by satellite TV company EchoStar that would require broadcasters to negotiate retransmission consent deals with satellite companies on the prices and terms they have with cable operators. Cable operators typically pay little or nothing to air local programming.

The broadcast networks are fighting the measure. They say the market should be allowed to work, especially since FCC rules already forbid broadcasters from cutting exclusive programming deals. EchoStar says the FCC rules are vague and need Congress to strengthen them. ■



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FINANCIAL WRAP-UP

Week of Sept. 27- Oct. 1

WINNERS

	10/1 midday	% change
AMFM	\$62.44	16.30
Comcast	\$35.63	15.60
Shop at Home	\$9.44	14.40
Jones	\$51.70	11.90
Cumulus	\$32.00	10.60

LOSERS

	10/1 midday	% change
Sinclair	\$8.13	(30.00)
dick clark	\$11.88	(14.20)
Fox Ent.	\$20.63	(11.20)
Entercom	\$35.94	(11.00)
Emmis	\$62.12	(10.10)

BROADCASTING & CABLE/BLOOMBERG STOCK INDEXES

BROADCAST TV (9/30/98-10/1/99)



Week ending 10/1	
Close	272.68
High	272.68
Low	269.50



CABLE TV (9/30/98-10/1/99)



Week ending 10/1	
Close	299.69
High	305.47
Low	292.13



RADIO (9/30/98-10/1/99)



Week ending 10/1	
Close	746.69
High	747.73
Low	738.29



DOW JONES

Week ending 10/1	
Close	10273.00
High	10337.00
Low	10213.50



NASDAQ

Week ending 10/1	
Close	2736.85
High	2761.75
Low	2730.27



S&P 500

Week ending 10/1	
Close	1282.81
High	1283.31
Low	1268.37



RTNDA commits to diversity

Announces covenant with minority journalist organizations on coverage and hiring

By Dan Trigoboff

The Radio-Television News Directors Association took some affirmative action on the diversity issue last week. The nation's leading broadcast news managers announced a new covenant with an umbrella organization representing minority journalists that will promote diversity in broadcast news, both hiring and coverage. RTNDA and Unity, an umbrella organization for the National Association of Black Journalists, the National Association of Hispanic Journalists, the Asian-American Journalists Association and the Native American Journalists Association, pledged jointly to "pursue, develop and promote industrywide goals of hiring, promotion and content that will reflect the changing face of America." The agreement was announced at RTNDA's annual convention in Charlotte, N.C.

Among the specific terms of the covenant will be a joint project to focus on "assisting electronic journalists in utilizing diversity in their newsrooms and communities and in reaching out to all segments to serve the community in a creative and meaningful way." RTNDA officials said a committee was working on specifically defining diversity and the program's goals, and on setting a budget for the project.

RTNDA President Barbara Cochran said minority employment in broadcast newsrooms seems to have "plateaued just under 20%." Eight percent of news directors are members of minority

groups, according to RTNDA.

That note of collegiality followed by only an hour or so a different take on diversity. At the opening session, Rev. Jesse Jackson argued that as long as the power of the media remains in the hands of a few, there would continue to be "underserved markets, underused talent and untapped markets."

Operation PUSH President and CEO Jackson expressed concern over the determination of news coverage by "too few people calling too many shots." News coverage about rural and urban schools is also missing, he said,

unless there's a shooting at the school.

Jackson criticized not only the distribution of capital and broadcast power, but the underlying system of broadcast licensing that historically gave licenses only to white males. Bloomberg Financial Markets founder Michael Bloomberg countered that with the Internet, "anyone can have their own radio or TV station." But Jackson said that a gap in technological access and skills had emerged that could be even larger than the economic gap between the poor and the well-off, saying that urban and rural schools are not wired for the Internet. ■

FMs heat up auction

Brokers surprised by prices in first-ever license bidding

By Bill McConnell

Radio stations were fetching surprisingly high bids last week during the FCC's first-ever auction of broadcast spectrum.

Through the first eight rounds of bidding, the offers for station construction permits in nearly half a dozen markets were startlingly high for media brokers and even some auction participants.

"It's very hard for us to look at some of these markets and say the stick value equals some of these prices," says Gary Smithwick of Washington firm Smithwick & Belendiuk, an attorney for several bidders.

Media broker Fred Kalil says the bidders appear willing to risk overpaying to get into some markets. "I think some of these prices will blow people away."

The hottest radio market (all FMs) through three days of bidding was Oro Valley, Ariz., a community outside Tucson, which had drawn an offer of \$5.06 million. Other markets getting top bids were Brigham City, Utah, near Ogden, \$693,000; Fairbury, Ill., near Bloomington, \$478,000; Lakewood in western New York, \$457,000; and Wauseon, Ohio, near Toledo, \$375,000.

The top bids are all well above the minimum levels set by the FCC. Oro Valley's latest bid, was more than 19 times



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On the block

RADIO HIGH BID

Oro Valley, Ariz.	\$5.06M
Brigham City, Utah	\$693,000
Fairbury, Ill.	\$478,000
Lakewood, N.Y.	\$457,000
Wauseon, Ohio	\$375,000

TV HIGH BID

Virginia Beach, Va.	\$4.53M
Manteo, N.C.	\$2.74M
Tallahassee	\$546,000

Source: FCC

the agency's \$250,000 floor. The Wauseon market generated a top bid more than 14 times the agency's \$25,000 floor.

After holding two rounds of bids on both Tuesday and Wednesday last week, the FCC decided to speed up the bidding Thursday by moving to four rounds daily. Even with the faster pace, the auction is expected to last at least through the end of this week.

In all, the FCC through late Thursday had received bids for 118 broadcast licenses, including 94 FM stations and 12 full power TV outlets. After discounting for bidding credit to new industry entrants, the bids generated net offers totaling \$25.6 million.

The true value of start-up radio stations, or "sticks," in each of those markets can't be determined until the winners secure tower sites and determine their coverage area, Kalil said.

"Especially in a market like Tucson, I don't think the signals are going to be that good," he added. "Also, it takes awhile to build a tower, and some communities are against new towers."

On the TV side, most of the eligible applicants decided to resolve their competing requests prior to the auction, a move that allowed the station permits to be issued without charge rather than forcing would-be broadcasters to dish out millions to the government.

The big TV markets remaining on the block include Virginia Beach, which had received a top bid of \$4.53 million. Next in line was Manteo, N.C. (a popular beach community), which had a high offer of \$2.74 million. It was originally reported that the Manteo permit would sell for the FCC-minimum \$1.18 million, but the bidding war was launched after the agency reinstated the eligibility of Ray-D-O-Biz, one of only two bidders. As of late Thursday, the company was being out-bid by Danbeth Communications. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

HARTFORD

Candid cable

A small group of students at Trinity College in Hartford, Conn., were treated to an unusually candid look at AT&T by cable unit chief Leo Hindery. As part of a program at the college, sponsored by the National Cable Television Center and Museum and Hearst Entertainment President Ray Joslin, Hindery gave a speech and attended an economics class. Students who asked the right questions got an earful. Asked about the culture clash between AT&T and Hindery's old Tele-Communications Inc. unit, Hindery expressed frustration at the grip the phone bureaucracy has on the company, calling it a "staff-centric environment." After years of making decisions and watching lower management move to execute, "AT&T is a company that you study from the bottom up," Hindery said. "The staff has a tendency to define the ethos of the company." He also had an interesting assessment of former TCI Chairman John Malone: He is a genius "with an IQ that begins with a 3," but "a poor manager," who, when it comes to employees, sometimes "trusts people too much." Translation: When they fail in their jobs, he is so loyal he won't fire them, which is why he tapped Hindery to turn TCI around in 1997. "I fired 25 executives in six weeks," Hindery said.

WASHINGTON

Close call on cable rules

The five commissioners late last week had not decided whether new cable ownership rules should be lenient enough to permit AT&T to acquire MediaOne without selling or restructuring its investments in rival cable operators. AT&T Chairman Michael Armstrong and other company executives last week visited or phoned each commissioner's office nearly every day hoping to make their case. AT&T's primary goal is to convince regulators to

loosen "attribution" rules that dictate how investments in other cable systems count toward national ownership limits. Currently, stock holdings of 5% or more count as if the investor owned the whole system. Consequently, AT&T would have to shed its voting interests in Time Warner or Cablevision to buy MediaOne. The commissioners are sympathetic to AT&T. "We've not rejected AT&T's request out of hand," said one FCC source. Another noted that the merger could go through if AT&T converted its Time Warner stock to nonvoting shares.

Koplar, Acme at odds

In documents filed with the SEC, Acme Communications reports it is "in a dispute" with Edward Koplar, who sold KPLR-TV St. Louis to Acme in 1997. The dispute concerns Koplar's resignation as CEO of the station last year. Koplar had signed a three-year employment/consulting contract with Acme. According to documents Acme filed with the SEC, Koplar claims Acme breached the agreement. "[Koplar] has claimed that we owe him \$4 million and has threatened to bring suit," the filing says. Acme says the claim is "without merit," but has set aside \$350,000 "as a reserve relating to this matter." There's no suit yet, says Koplar. "We're trying to work out our differences," he said.

CHARLOTTE, N.C.

Changing faces of RTNDA

Although some TV groups cut back their participation in the Radio-Television News Directors Association convention in Charlotte, N.C., RTNDA President Barbara Cochran says new media will more than pick up the slack. "We can't just look [for participation] at people in traditional station groups," Cochran said. "We're gaining participation from people in new kinds of businesses." "It's no secret budgets are down," says new RTNDA Chairman Robert Garcia of CNNRadio. "It's pretty amazing that we set an attendance record in this climate."

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Pushing kids TV paperwork

CME, Charren want stations to document scheduling of children's programming

By Bill McConnell

The *Flying Rhinos* over Philadelphia need a good place to land. The kids TV show was bumped from its time slot on CBS station KYW-TV 46% of the time during the six months ended March 1999, and public advocates say that record demonstrates the need for tougher oversight of children's programming requirements.

The Center for Media Education and children's TV activist Peggy Charren last week urged regulators to force all TV stations to report their rescheduling practices to the FCC. They also want regulators to limit the number of times broadcast executives can bump programs that make up the core of a station's children's lineup.

Those conditions should be the price the Big Four networks pay for permission to move kids' TV shows from their regularly scheduled time slots for the third straight year, CME told regulators.

"The commission needs to ensure that no licensee has excessive pre-emp-

tions," CME wrote.

The networks in July asked the FCC to renew the exemption power for the current season. Only stations owned by ABC, NBC, CBS and Fox are required currently to provide the FCC with their pre-emption records.

The reports would be improved if regulators instituted a standard format, CME said. Right now each network uses its own format. ABC, for instance, does not provide any program-by-program data, CME said, while NBC does not compile average pre-emption rates. Instead, stations should be required to report pre-emptions on a per-program basis, rather than reporting the share of total children's programming that has been pre-empted, concluded CME.

"A pre-emption average that focuses on the total number of pre-emptions can mask high pre-emption rates for particular programs," CME told the FCC. The group noted that KYW-TV Philadelphia had an overall pre-emption rate of 13%, but that *Flying Rhinos* was pre-empted 12 times between

October 1998 and March 1999.

Since 1997, TV stations have been required to air three hours of regularly scheduled kids' TV programs each week. On a season-by-season basis, the FCC has permitted stations to pre-empt the shows for breaking news or live sports, but stations must document the schedule changes and notify viewers of the new broadcast times.

"They need to send a strong signal that they are willing to back up what many on the commission consider the most important public-interest achievement of the past 30 years," said CME President Jeff Chester.

The National Association of Broadcasters endorsed the networks' exemption request, and Spanish-language network Univision urged the FCC to make it clear the exemption applies to all broadcasters, not just the major networks.

NAB's Jack Goodman said CME's suggestions would place an unnecessary burden on stations. "It's not like broadcasters go around looking to make pre-emptions," he said. ■



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

Hostetter to FCC: approve merger

AT&T Broadband and Internet Services newest executive, Amos Hostetter, last week pushed the FCC to "kick-start the market for competitive phone services," by approving the AT&T/MediaOne merger. "A combined AT&T/MediaOne will be uniquely positioned to lead the change and bring real choice to consumers—faster and more effectively than either AT&T or MediaOne could do alone," Hostetter

told a Washington Metro Cable Club audience last week. Hostetter said that without the scope of a company as large as AT&T/MediaOne, there is no hope of competing against the regional telephone companies that are only getting bigger. SBC/Ameritech and Bell Atlantic/GTE mergers are currently pending. "In my view, without such scale, what little competition occurs will be isolated and sporadic and will require much longer to develop," Hostetter said.

NAB: Show us your good works

The NAB this week will ask TV and radio stations as well as the broadcast networks to report their public service activities so NAB can come up with a dollar value for the total. When the NAB did its first such survey in 1998, the association concluded that broadcasters had contributed \$6.8 billion worth of community service. "Working with the state broadcast associations, NAB plans again to shine a spotlight

on the incredible amount of public service provided by broadcasters," said NAB President Eddie Fritts in a statement. That figure includes public service activities, airtime for public service announcements and money that stations raise for disaster relief and charities. Last year, some public interest advocates discounted the survey, saying that the numbers were inflated and that only broadcast time should count toward broadcasters' public service requirements. NAB said the new survey, which goes out Oct. 1, "has been designed to capture broadcasters' public service efforts as accurately as possible." The results of the poll will be announced at NAB 2000 in Las Vegas next April.

If I were chairman (again)

A commentary by former FCC Interim Chairman James Quello

After 23 years as an FCC commissioner, including one as chairman, I stepped down in November 1997. Now, with freedom from the constraints and sensitivities of being a voting commissioner, I can "call them" as I really see them. I should resist the temptation, but I'm still possessed with the inner urge to "call them."

So here would be my agenda—from the perspective of a relaxed longtime communications policy observer, rather than a petition-besieged voting chairman or commissioner:

First, if I were chairman, I would remind myself and other commissioners that the FCC is an "arm of Congress," created by Congress to implement Congressional legislation and intent. It was not created to implement the non-legislated policies or directives of the executive branch whether Democratic or Republican. The commissioners may owe their nomination to the president, but they owe their confirmations and financial appropriations to Congress.

Inform new commissioners to add your oversight senator and representative to the Fourth Commandment. It is a good idea to honor them.

On other matters, I would:

- Promptly indicate approval of the Viacom-CBS merger with appropriate divestiture to comply with existing rule limitations. They are competing with three already established, huge, vertically integrated conglomerates—Time Warner, Disney and Fox. Permit them to keep the struggling UPN. Congratulate CBS-Viacom on their intention to give minority companies first option on buying stations and also for their commitment to maintain a strong news and public affairs presence. Emphasize the goodwill generated by these two commitments.

- Congratulate broadcast leaders Mel Karmazin and Lowry Mays for initiating an investment fund for minority purchase of stations. Acknowledge the funding in speeches and statements to encourage other broadcasters to also contribute to funding.

- Urge Congress to expedite establishment of the tax-certificate discount for communications sales to minorities. It should never have been disallowed. It is an effective, noncoercive way to promote minority ownership.

- Initiate rulemaking to authorize newspaper, TV and radio crossownership in the top 25 markets where there is an abundance of communications outlets. Use



Quello now lobbies for a select group of media clients and raises money for his alma mater, Michigan State University.

antitrust or some other measure to prevent market domination by any one communications entity. In addition to the current abundance, many more communications outlets are coming on stream as a result of digitization, phone, computerization and high-speed Internet access.

- Support congressional efforts to institute some measure of satellite TV must-carry for the great majority of local stations not covered by the limited Direct TV-NAB agreement. Carriage will be essential for public-educational and local stations to maintain their viability.

- Expedite FCC public interest decisions to approve mergers once they are approved by the Justice Department. Promptly express approval of the Qwest-U.S. West merger to set a precedent. It is a non-horizontal merger already approved by the Jus-

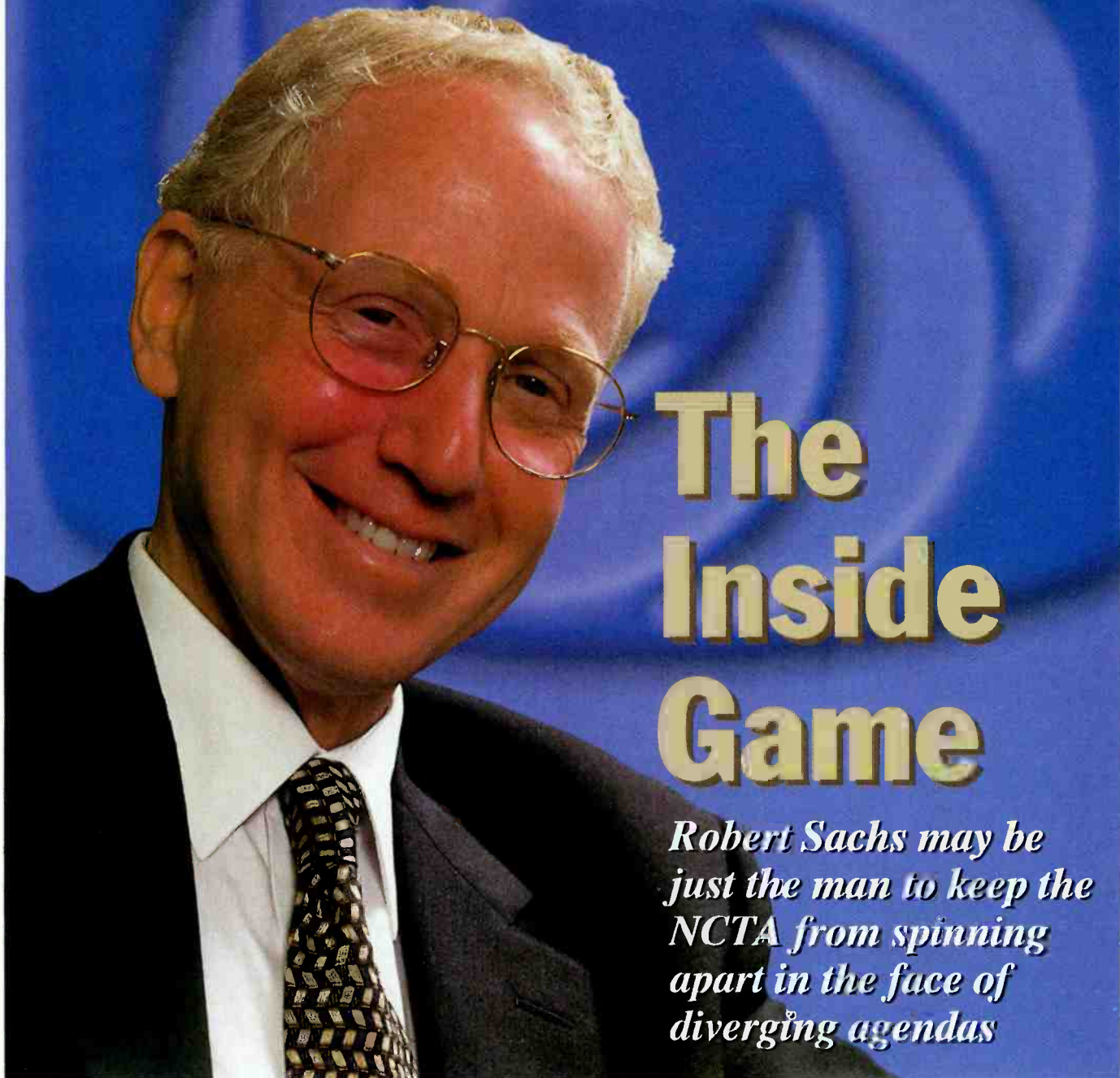
Justice Department. Approve other long-standing Bell mergers already approved by the Justice Department like the Southwest Bell-Ameritech merger. (This would neutralize congressional criticism and obviate proposed corrective legislation.)

- Express skepticism or disapproval of low-power FM radio at the proposed power level. Consider reduction in power. Power at 1,000 watts may be a desirable ideal but impractical to implement without causing undue interference and obstructing in-band digitalization of existing stations.

- Urge Congress to repeal the Government in Sunshine Act, which has obstructed initial inter-exchange of issues among commissioners and results in delaying final FCC actions. In the meantime, keep all commissioners promptly informed of oncoming actions. Also, give fellow commissioners an opportunity to present their priorities for commission action.

- Consider raising network caps to 40%, not 50% as proposed by the networks. Carefully review all arguments pro and con before making a decision. This is a controversial political issue and the independent agency must take the initiative in approving or disapproving. Keep the UHF discount for measuring ownership caps.

- Implement full First Amendment rights for TV, the most influential and pervasive news and information medium today. The scarcity argument formerly used to justify government regulation is no longer valid in today's abundant, converging multimedia communications world. ■



The Inside Game

Robert Sachs may be just the man to keep the NCTA from spinning apart in the face of diverging agendas

When Decker Anstrom took over the National Cable Television Association in 1994, he was defending an industry under attack from numerous outsiders.

For his successor, Robert Sachs, the question is whether the cable operators he represents will end up attacking each other.

While the cable industry faces plenty of external issues, the threat of internal friction will be the dominant dynamic at the NCTA, which the former Continental Cablevision senior vice president took over last month. Much of the concern centers on the entrance of AT&T Corp., a long-dis-

tance carrier that sees its \$140 billion in cable system acquisitions and upgrades primarily as a means to extend its existing phone business.

But there are other shifts. In the past 18 months, a wave of consolidation has concentrated subscribers and industry power into a half-dozen companies. The remaining mid-sized operators have dwindling influence in NCTA affairs. And small operators have been steadily defecting to their own trade group, the American Cable Association.

"I'm frankly surprised he wanted to take the job," says Amos Hostetter, founder of Continental Cablevision, new non-executive chairman of AT&T Broadband and

Internet Services and well-known as Sachs' mentor. "The NCTA needs to go through a major redefinition and remaking of itself. The industry will be an eight-to-ten company industry in another year, not a 500-company industry. They will have trouble getting enough directors to serve at that number. And they need to rethink what they want the mission of the organization to be."

Sachs acknowledges that keeping his membership united on policy issues is a key focus.

"One of the reasons I believe the board selected me is because it's

By Paige Albiniaak

important for the industry to maintain excellent internal communications and for the companies to continue to work very closely together in the policy arena," says Sachs. "I think one of the challenges of the job is to keep the industry on the same page in the policy arena. NCTA's effectiveness has been based in large part upon its ability to forge consensus among its many members and so that is a challenge, but by no means insurmountable."

Sachs comes in at a time when cable is relatively popular in Washington. When Anstrom replaced Jim Mooney in 1993, the cable industry's relationship with the government and with customers was at an all-time low. Anstrom, who is now president of The Weather Channel, was faced with rebuilding those relationships. By all accounts, he was successful.

Sachs, 50, officially accepted in July the position of NCTA's president, a high-visibility, high-paying job that most said Sachs didn't want and didn't need.

Sachs has been happy in his adopted city of Boston, where he has a condominium and easy access to his beach home in Cape Cod. His wife, Caroline Taggart, is an established abstract artist who does not plan to leave her work to relocate to Washington. Sachs will live in Washington, but spend most weekends Boston. Industry executives say Sachs's personal take from Continental's 1997 sale to what is now MediaOne Group Inc. exceeded \$15 million.

But Sachs says it was the challenge—and not the \$850,000 annual salary—that lured him back to a position that is full-time and then some.

"Half the reason I took the job is the staff at the NCTA; the other half is the challenge of a changing industry and maintaining the effectiveness this industry has had and enjoyed," Sachs says. "I am optimistic about our being able to maintain that."

Sachs' arrival already has shaken things up a bit at the association, with David Krone, formerly Tele-Communications Inc.'s head lobbyist, coming in to fill the number-two slot. But Sachs says he plans to run NCTA as a "team," with Krone as an "interchangeable" counterpart.

That's an important structural change. Before, Anstrom lobbied both Washington and his members, while his number-two, June Travis, managed the NCTA's internal operations. In the new

order, Krone will handle the bigger part of the lobbying chores, freeing Sachs to spend more time with the tricky internal politics. The CEO of one cable operator said that while the split is not black-and-white, "David is the outside guy, while Robert is more inside."

Many believe Krone got the job because he's "Leo's guy," someone close to AT&T Broadband President Leo Hindery who will look out for AT&T's needs should Time Warner, Cox and Comcast start trying to flex their muscle within the organization.

But an AT&T executive disagrees. First, AT&T has only been in cable since February. "Krone is a TCI guy, not an AT&T guy." Second, Krone had to have the trust of other operators to get the job. "[Cox Chairman] Jim Robbins isn't going to let 'Leo's guy' in there."

There will certainly be plenty of friction, given the history between AT&T Chairman Michael Armstrong and other operators. Armstrong only bought TCI because he felt backed into a corner. He tried for months to create partnerships with cable operators to traffic phone calls on their cable systems. But operators demanded financial terms that were too tough. So, Armstrong had to buy his way in, first snagging TCI and then MediaOne.

Some operators say they're already being victimized by AT&T's presence, causing them to become ensnared in the fight over opening cable high-speed networks for its competitors to use. Many cable executives believe that AT&T has been a lightning rod for a storm that would have otherwise blown past them.

Further, AT&T already is prepping to use a new "fixed wireless" scheme in some markets to deliver phone and data service to homes and businesses, not just mobile cellular users. That will leave AT&T battling with operators in an industry unaccustomed to competition from fellow NCTA members.

Sachs said he doesn't see major fires erupting. "With all the convergence that's taking place across communications industries, this is a natural evolution. AT&T is making a \$140 billion investment in the cable business and so I expect that AT&T will be very supportive of the industry's policy objectives," Sachs said. "Clearly, AT&T has other lines of business, but in that respect they are not unlike some other large companies in the industry."

When word leaked out that Sachs had been picked to helm the NCTA,

National Cable Television Association

1724 Massachusetts Ave.
Washington, D.C.
202-775-3550

Operating expenses (1998):
\$38.3 million

Number of employees: 80
TOP MANAGEMENT

President: Robert Sachs
President and CEO

Executive VP: David Krone

Senior VPs: Pam Turner, government relations, and Dan Brenner, law and regulatory policy.

Vice Presidents: Jadz Janucik, association affairs; Barbara York, industry affairs and administration; Jill Luckett, program network policy; Josie Martin, public affairs; Bill Check, science and technology.

General counsel: Neal Goldberg

Senior director of the Office of Rural and Small Systems:
Lisa Schoenthaler

EXECUTIVE COMMITTEE*

Chairman: James O. Robbins
President and CEO,
Cox Communications

Vice-Chairman: Joseph Collins
Chairman and CEO, Time Warner Cable

Immediate Past Chairman:
Leo J. Hindery Jr. President and CEO,
AT&T Broadband & Internet Services

Secretary: Barry L. Babcock
Vice Chairman, Charter Communications

Treasurer: Michael S. Willner
President, Insight Communications

President: Robert Sachs
President and CEO,
National Cable Television Association

Nickolas Davatzes
President and CEO,
A&E Television Networks

James L. Dolan
President and CEO,
Cablevision Systems Corp.

Robert Miron, President,
Advance/Newhouse Communications
Brian L. Roberts, President,
Comcast Corp.

John J. Rigas President, CEO, chairman,
Adelphia Communications Corp.

Ted Turner, Vice Chairman,
Time Warner Inc.

*The executive committee is the chief policymaking body. Its members also serve on the 38-person board of directors, which can veto executive committee decisions.

one concern heard among the inside-the-Beltway crowd was that Sachs had little-to-no Washington experience and was strictly an industry insider.

But after a closer look, it's clear that politics has played an important role in Sachs' life. College and his early career were dedicated to policy and politics.

Sachs graduated from the University of Rochester in New York in June 1970. He started a Washington studies program so that he and Rochester students like him could have the opportunity to take a first-hand look at the U.S. political system. He spent his junior year in the nation's capitol.

"One of the things I get a lot of satisfaction from is that the program opened the door for a lot of other students," Sachs says.

As soon as Sachs could leave school, he rushed back to D.C. to resume work for Senator Charlie Goodell (R-N.Y.). "I didn't attend my graduation because I had already started work in Washington," Sachs said. "I was hooked."

Goodell lost the election that November, but Sachs stayed on as his chief staffer in New York City while Goodell worked on such issues as the safe use of nuclear power, prisoners' rights and Vietnam.

After a few years, Sachs decided he was a frustrated journalist. He went to Boston to work a summer for the *Boston Globe* and then went on to get a master's degree in journalism from Columbia University in New York. While he was there, the *New York Times'* legal reporter, Fred Graham, encouraged him to go to law school if he was truly serious about pursuing a career covering the legal field. That led Sachs back to Washington for law school at Georgetown University.

Attending law school at night, he worked for Rep. Tim Wirth (D-Colo.) by day. "That position [with Wirth] provided my first real exposure to communications policy and telecommunications issues," Sachs said. Law school killed the journalism bug.

It was while he was with Wirth that Sachs got what was probably the most fortuitous introduction of his life—to Hostetter. Wirth was writing legislation on pole attachments for cable wiring and Hostetter was coming before the House Telecommunications Subcommittee to testify.

But Sachs would not go to work for Hostetter for some years yet.

After working for Wirth for two years and finishing law school, Sachs

was invited to join Henry Geller in the Office of Telecommunications Policy—later the National Telecommunications and Information Administration—in the Carter administration.

While he was at the NTIA, Sachs' sights turned from government to business, which was when Hostetter hired Sachs to cut franchise deals for Continental Cablevision around Boston. "When I became aware that he was planning on leaving government, anything I could do to convince him to work for us I was going to do," Hostetter says.

Hostetter soon gave Sachs broader reign, and he ended up with authority to negotiate franchise deals across the country. He headed all of Continental's policy and regulatory planning and he put together international business operations for Continental.

External affairs

While the leadership has changed at NCTA, the organization's policy goals haven't. Robert Sachs' immediate goals in his own words:

- No regulation of cable rates: "Preserving a deregulatory environment so we don't, as an industry, go through the difficult period that we went through in 1993 and 1994. We need to maintain an environment in which there's no reason for the government to reimpose rate regulation. We will succeed in doing that through our own corporate behavior by having rate adjustments that are at reasonable levels and reflective of our costs of doing business."

- No forced access to cable's broadband networks: "It is critical that as we are developing our high-speed data services and our cable modem business, we're able to do so in a deregulatory environment. It's a new business and we're still learning how to operate that business. The technology is advancing rapidly and it's an area that's not appropriate for government regulation of any kind."

- No requirement that cable operators carry broadcasters' digital TV signals: "It's very important that we not have any digital must-carry requirements imposed in addition to our other obligations. That's an important issue at the commission."

"Robert has the ability to be about two steps ahead of where a particular chess game is being played," Hostetter says.

That ability emerged after Congress imposed harsh cable rate regulations in 1992. When Continental became swamped by cable rate complaints, Sachs proposed a "social contract"—a global settlement under which Continental agreed to upgrade all its systems, establish a low-cost, basic broadcast tier and refund some customers with products of equivalent value, such as pay-per-movies.

The contract proved popular at the FCC, which had no idea how to administer the cumbersome rate reviews mandated by the law, and among other operators.

"Sachs helped drive a process that was both intellectually rigorous and that helped his client and ourselves accomplish our goals without doing other things that would have restricted the cable business," says Blair Levin, FCC chief of staff at the time.

When asked about him, people who know Sachs constantly refer to his rare ability to listen to the other side and then come up with palatable compromises. But tales of Sachs' generosity and dedication to non-industry causes also are easy to come by.

Perhaps the cause Sachs is most dedicated to is also his most personal. After being stricken with non-Hodgkins lymphoma in 1986, Sachs went on to serve as a trustee of the board of the Dana-Farber Cancer Institute, the center that developed a drug protocol Sachs credits with saving his life. "I have two eternal debts," he says. "One is to the Dana-Farber Cancer Institute and the other is to Massachusetts General Hospital."

Two years ago, as an independent consultant, Sachs offered his skills to the city of Boston and negotiated a new franchise contract between the city, Cablevision and new cable provider RCN. He was paid approximately \$30,000 for his work, which he immediately gave in full to the Boston Youth Scholarship fund.

"I thought that was pretty cool on his part," says Mike Lynch, director of cable for the city of Boston, who also credited Sachs for pulling off the process so that everyone was happy with the result.

"He handled it almost like an arbitration, but there wasn't confrontation," Lynch says.

What remains to be seen is whether Sachs can handle the big money and big egos of the cable industry with equal aplomb. ■



Music television

Music programming rocks more than ever before. On October 25, see how it's taking over the airwaves in a Music Television special report. We'll take a closer look at video channels vs. music lifestyle channels as well as talk with Frances Preston, BMI President/CEO, about the business of music licensing. From demographics to revenues, we've got the best compilation of TV music information around.

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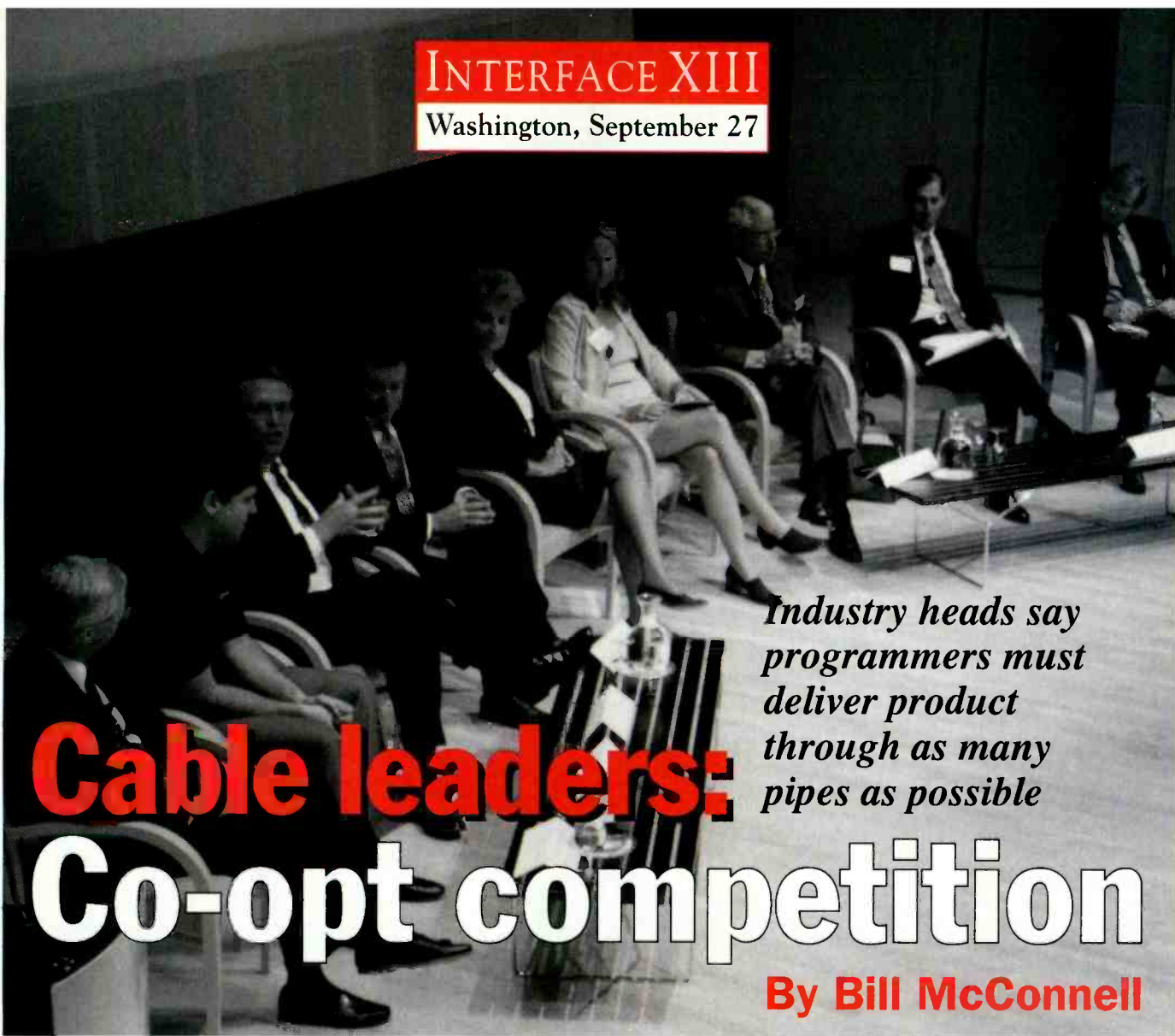


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*Industry heads say
programmers must
deliver product
through as many
pipes as possible*

Cable leaders: Co-opt competition

By Bill McConnell

The cable industry must take the lead in both creating new content and developing new technology, if it is to stay on top of the video world during the digital age, panelists said last week at BROADCASTING & CABLE's Interface XIII conference in Washington.

To fend off threats from satellite operators and Internet programmers, cable companies must broaden their content offerings through new conventional channels and Internet channels. "The real challenge for people sitting on top of enterprises that have entrenched interests is how they open up new revenue streams in a way that they cannibalize their own businesses, as opposed to someone else coming along and cannibalizing them," said Jeffrey Sine, managing director of Morgan Stanley Dean Witter's media

investment banking group.

The shift from a single channel to a mixture of TV and Web channels will undoubtedly cause culture shock among programmers, but a multichannel approach that allows programmers to repeatedly tap their video archives is essential to survival, he said. They "will find more ways to amortize their investments in programming by cannibalizing themselves and owning as many distribution channels as possible," Sine said. "Even if they're not making as much money in the first run, they will make it up in the additional amortizations."

Done properly, added Weather Channel Chief Executive Decker Anstrom, expansion will not lead to new programs that do little more than strip existing programs of their viewers. At The Weather Channel, for instance, both the cable channel and Web site—Weather.com—enjoyed

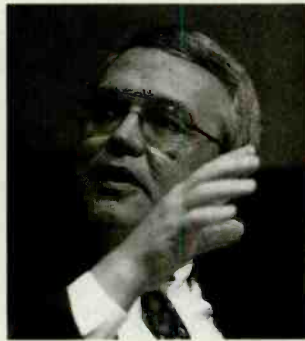
record viewership numbers during Hurricane Floyd. "To worry about cannibalization is to limit our horizon," he said. "We have lots of opportunity to reach consumers through all these distribution channels."

Cable companies shouldn't see the Internet as a threat to their existing business, but rather as an extension, said Peggy Murphy, vice president of business development, for NBC Interactive. "You have to define between cable and cable TV. You're a service with a billing relationship with customers, and now you have an opportunity to bring it beyond television."

Despite the eagerness to exploit the Internet, traditional cable players on the panel were skeptical of recommendations by broadcast.com founder Mark Cuban to embrace the Web model as their primary vehicle for reaching viewers. Cuban, in opening remarks, urged cable MSOs and local



Sine: *'[Programmers] will find more ways to amortize their investments in programming by cannibalizing themselves.'*



Hindery: *'There is a wonderful ethical issue about offshore manufacturers of televisions cramming high-end [HDTV] sets on American consumers.'*



Anstrom: *'To worry about cannibalization is to limit our horizon. We have lots of opportunity...through all these distribution platforms.'*



Shapiro: *'There's 1,000 digital TVs for every digital station on the air right now. But we don't even believe in this 2006 date and we're optimistic.'*

broadcasters to aggregate as much video content as possible and make it available via streaming.

"I'm not against streaming, but I am against streaming that destroys a business I've spent tens of billions of dollars building," said Leo Hindery, president of AT&T Broadband & Internet Services. "I don't want to destroy the basic cable model. I don't want advertising to go away. I like the 200 channel model."

Most viewers won't bother with programming that is not supported by a major media brand and disseminated through broad distribution channels, said Liberty Media President Lee Masters. "In music, there have always been one-hit wonders. In video content, it will be the same. But [for most] the individual audience is going to be tiny and there probably won't be an economic model for the producer."

Cable and other traditional cable companies will have little trouble making whatever Web offerings they create

competitive, even against a proliferation of independent producers.

"The role of brands is critical," said Judith McHale, president and chief operating officer of Discovery Communications. "We launched a Web site this summer that has become one of the top seven out of 10,000 health sites." By parlaying the cable network's trusted reputation as a provider of educational information and aggressively promoting the new site on TV, Discovery has established a model for major media outlets expanding onto the Web. "The consumer is about to be inundated by such a complex volume of opportunities. It's up to us to simplify and shout our respective brands."

Cable operators must also make sure they have enough compelling content to fill the added digital capacity, said Court TV President Henry Schleiff. "Digital might just be opening up capacity for no apparent reason," he said. "There will be supply where there's no demand."

Cable also holds a big technological advantage as the digital transition kicks into gear because of the broadband "pipe" into the home, the panelists said. Still, they acknowledged the edge will be lost if the industry isn't prepared to fight. "Right now, the cable platform has the clear advantage over anyone else for the last mile connection," said Court TV's Schleiff. "But that advantage is perishable. As long as they keep putting capital into the plants, they will have the connectivity advantage."

There was a difference of opinion, however, on how long cable will enjoy its advantage. After all, broadcasters, if they use their digital spectrum for more than just high-definition transmission, will have the power to increase their own content offerings dramatically.

With that threat from broadcasters looming, Hindery criticized the Consumer Electronics Manufacturers Association for siding with the broadcasters' call for digital must-carry rules



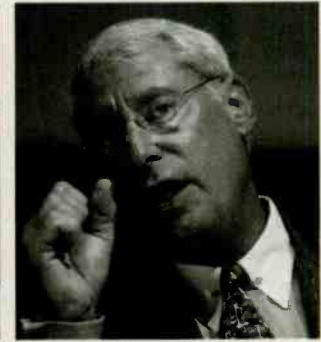
Masters: *'In video content...[for most] the individual audience is going to be minute and there probably won't be an economic model.'*



McHale: *'The consumer is about to be inundated by such a complex volume....It's up to us to simplify and shout our respective brands.'*



Murphy: *'You have to define between cable and cable TV. Now you have an opportunity to bring it much beyond television.'*



Schleiff: *'Digital might just be opening up capacity for no apparent reason. There will be supply where there is no demand.'*

Washington, September 27

during the transition from analog. "There is a wonderful ethical issue about offshore manufacturers of televisions cramming high-end [high-definition] sets on American consumers."

CEMA President Gary Shapiro countered that without must-carry rules, consumers will be reluctant to buy DTV sets, causing a delay that will bog down the transition well beyond the 2006 target date for return of broad-

casters' analog spectrum to the government. (The spectrum will be returned on that date if 85% of U.S. homes are DTV equipped.) "There are 1,000 digital TVs for every digital station on the air right now. But we don't even believe in this 2006 date, and we're optimistic."

Cuban again voiced the contrarian view, predicting that DTV will have a high penetration rate in American households in the next few years, although on computer screens not TV screens. "Every single PC being sold today is capable of supporting a DTV decoder card," he said. "DTV will come faster because the DTV cards by the end of this year will be under \$400." ■

Cuban: Embrace the Web

Broadcast.com founder says TV stations well positioned to exploit the Internet

By Elizabeth A. Rathbun

Broadcasters no longer can define their businesses by channel or frequency, according to Internet guru Mark Cuban.

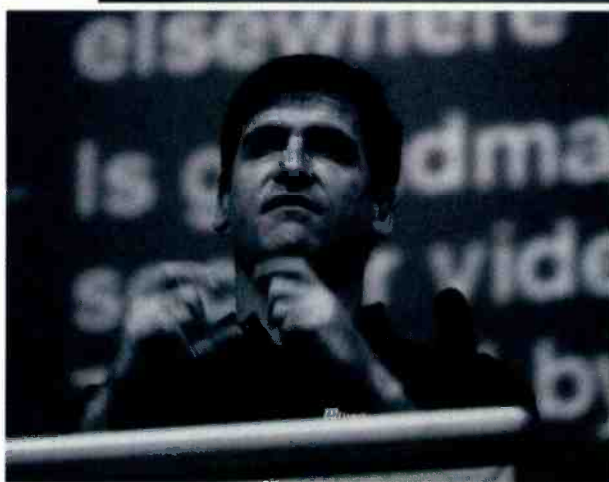
As the Internet continues to gain popularity, "all these analog manifestations are being thrown out," Cuban said last Monday at Interface XIII in Washington. "How people are consuming media is changing."

That means broadcasters "need to rethink some things," he said. A TV station now known as ch. 8 and a radio station identified by its spot on the dial will lose those handles as the world embraces digital, Cuban said. "It's not about programming for the 6 o'clock slot or the 8 o'clock slot," he said. "All channels are really just bandwidth, and there's bandwidth available to anybody."

Cuban knows digital. His company, broadcast.com, specializes in converting analog video and audio into compressed digital information that is "streamed" over the Internet. Yahoo! Inc. in April paid \$5.6 billion for Dallas-based broadcast.com, of which Cuban is co-founder, chairman and president.

With the cost of tools to create personalized content dropping, Cuban expects the number of Internet channels to "explode" into the hundreds of thousands over the next two years. That means "your next-door neighbor is going to be your competition," Cuban warned.

But broadcasters can benefit, he said,



because "you have access to so much content. [With] consumers... attracted to those with the most attractive offerings," the idea is to be a "parallel programmer," both on TV and on the Web, and put as much content before as many viewers as possible, he said.

Local TV stations are especially well positioned to be major Net players. Not only do they have videotape galore, including footage that never makes the air, but their digital TV spectrum will

provide plenty of space to transmit digital content, Cuban said.

MSOs and telephone companies also could be winners. Their pipes are as good as "toll roads," he said. Or better: "The faster the connection, the more [customers] you suck in." He called that his theory of "digital gravity."

However, he admitted, it's a "real challenge" for content providers to figure out how to make money on the Internet. Though best known for broadcast streaming, broadcast.com earns 70% of its revenue by hosting company conferences, Cuban said.

He nevertheless urged his audience to leap aboard the Internet train sooner rather than later. "It's going to speed up and get a lot faster, because we're entering a new age," he said. ■

Broadcasters: Internet-wary

Panel members don't think Web will bring the viewers needed to increase ad revenue

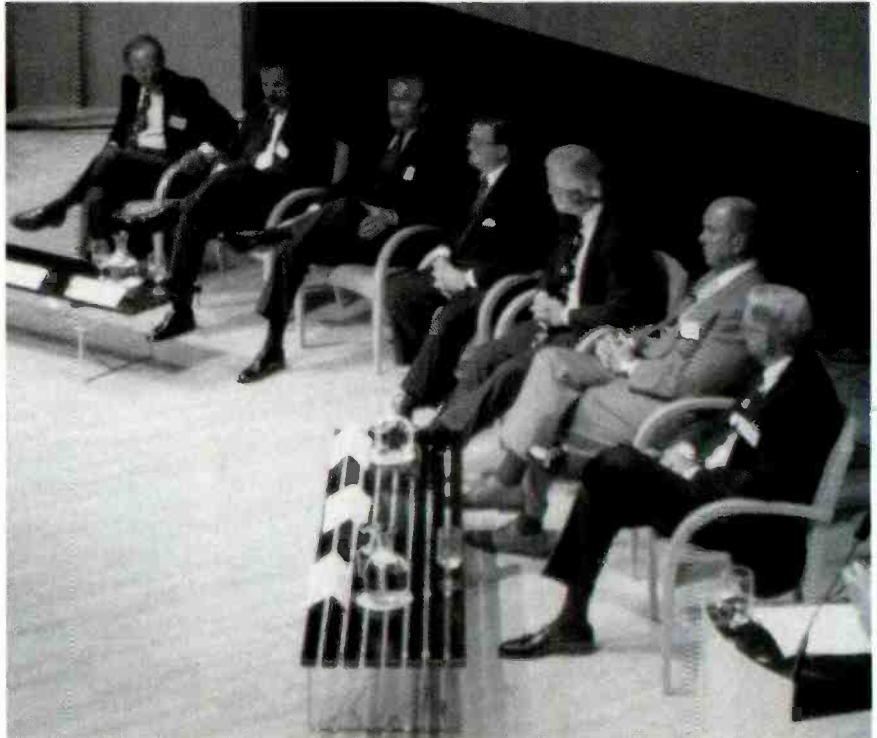
by Paige Albiniak

While cable executives spoke excitedly about opportunities of the Internet at Interface XIII conference last week, broadcasters appear to be approaching the medium as warily as they would a wild animal they aren't quite sure of.

Most of the panel members said they thought the Internet was a fine tool, but one that comes in a distant second to broadcast and cable when it comes to attracting the mass audience that advertisers desire.

"In a world of fragmentation, television and broadcasting and cable become more valuable, not less valuable," says Dennis FitzSimons, president of Tribune Broadcasting. "We see the Internet—and we have a lot of Internet investments in AOL and iVillage and Peapod—as tremendously powerful, but we see it more as an information and transaction medium as opposed to an advertising medium."

"I don't want to sound like an old fuddy-duddy, but I personally don't see the Internet becoming the medium for the primary exploitation of our copyrights," says Dick Robertson of Warner Bros. Domestic Television, a seller of syndicated programming. "They are really what drives the television business—the viewing, the advertising and the windows on those copyrights. Having said that, we're experimenting with lots of stuff on the Internet. We see it as a supplementary medium that we're



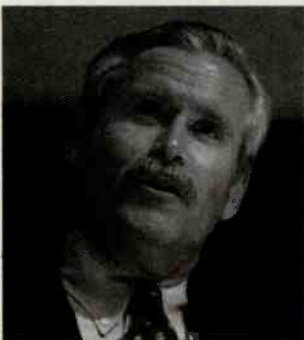
having a lot of fun with, trying to figure out how we can make a few extra bucks beyond just driving viewers to our Web sites to make more money from...banner advertising."

"I don't see that [broadcasters] can easily build a corral around the Internet or around the explosion of new media in the future," said Eddie Fritts, president of the National Association of Broadcasters. "But I think broadcasters are best positioned to participate in this

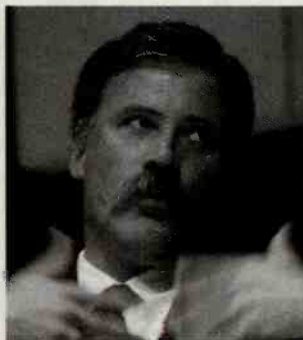
new media, whether it's through what we are showing now or whether it's through driving a Web site by using our over-the-air capacity and our mass-media capacity."

If nothing else, the panelists concurred, the Internet is generating new advertising revenue for TV and radio.

"Internet advertising on television is up 265% in the first five months of this year, and its projecting to be close to \$600 million a year in television adver-



FitzSimons: 'We see the Internet as information and transaction, as opposed to an advertising medium.'



Carey: 'As the television and the computer merge, I don't think they became one and the same.'



Butsky: 'Follow the money. The Internet plays a big role as an extension of an advertising program.'



Fritts: 'I don't see that [broadcasters] can easily build a corral around the Internet.'

Washington, September 27

tising," said Ave Butensky, president of the TV Bureau of Advertising. "Follow the money. Advertising money works very well in broadcast television. As we meander our way into the digital age, we have new toys to play with, new technical toys, and advertisers can do things they cannot do right now. The Internet plays a big role as an extension of an advertising program on a local broadcast television station."

The question that remains is what device will bring all these new products and services to the consumer.

"As the television and the computer merge, I don't think they become one and the same," said Chase Carey, COO of News Corp. and president of Fox Television. "I think you'll have television experiences that have a more interactive component...and you'll have a

PC experience that has the ability to get video and on which you will get a much broader and deeper experience than you did before."

"There has been a great socialization to the television set, which has, by and large up to now, been a passive device, as opposed to the PC, which is an interactive one," says Eddy Hartenstein, president of DirecTV. "If you can bring this functionality, and everything that the Internet can bring, into an appliance that has a near 100% comfort zone...then you've really got something. If you can manifest everything that you can do on the Internet into the four corners of a remote control, then I think you've really got something."

Broadcasters also look forward to exploiting their digital television channels, which permit the broadcast of an HDTV signal or several lower-resolution SDTV signals.

"The digital [broadcast] spectrum really is a pipe, just as you have a cable pipe, you have a phone pipe, you have a satellite pipe and other types of distribution capabilities," said Carey. "I think sometimes people try and somehow jam it into a definition of what it has been in the past, as opposed to saying that this is a distribution capability that has a number of really unique characteristics."

"Here we have digital signal that can be used for a variety of different services. We often hear debates such as 'is HDTV better than SDTV?' or 'should you do one or the other?' but the point

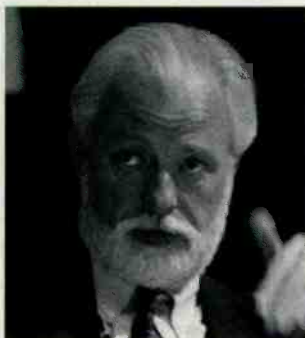
is that you can do it all," says Dick Wiley, former FCC Chairman, a partner at the law firm of Wiley, Rein and Fielding and the former chairman of the Grand Alliance, which pushed the industry to create digital TV standards. "You can do it in different dayparts, different stations can have different plans and different markets can have different plans. I think that's great. It's going to make broadcasting a much stronger entity than it has been in the past." ■



Wiley: 'We hear debates such as "is HDTV better than SDTV?" but the point is that you can do it all.'



Robertson: 'I personally don't see the Internet becoming the medium for the primary exploitation of our copyrights.'



Hartenstein: 'There has been a great socialization to the television set, which has been a passive device....'

TV news: The show must go on

Show biz is an essential component of television news and national elections, ABC News stalwarts Cokie Roberts and Sam Donaldson told Interface XIII attendees last week.

Although media critics may decry the proliferation of sensational newsmagazines and news spots with dramatic footage but little import, that type of coverage wins all-important ratings, Donaldson said during a lunch-hour presentation. Case in point: Jim Lehrer of PBS is a perennial winner of journalism awards for his in-depth coverage of national and world events—while keeping



ABC News correspondents Cokie Roberts and Sam Donaldson discussed the merits of show business in television news.

the shock value to a minimum. "He's the best, but nobody watches him," Donaldson said.

Roberts insisted, however that there is plenty of high-quality news coverage available, despite the critics' complaints. "There is more news available than anytime in the history of human kind," she said.

Still, both lamented that politicians who seek national office today must be telegenic if they are to win. A TV era presidential race pitting Bill Clinton against Abraham Lincoln would be no contest, Donaldson said: "Clinton wins."

—Bill McConnell

Gena/Sheena enters arena

CTTD will follow 'V.I.P.'s winning formula for campy new syndicated action hour

By Melissa Grego

It's a jungle out there in first-run; Columbia TriStar Television Distribution is banking on having found its queen.

Last week, the distributor rolled out new syndicated action-hour *Sheena*, starring former *Baywatch* cast member Gena Lee Nolin, for fall 2000. The show is being sold on a barter basis. Doug Schwartz, one of the creators and executive producers of *Baywatch*, and Steven Sears, who was a co-executive producer on *Xena*, wrote the pilot together and will be executive producers.

The show will feature the title character from the campy 1984 Columbia Pictures feature, *Sheena, Queen of the Jungle*, which starred Tanya Roberts. While story-line details are still being developed, Russ Krasnoff, executive vice president of programming at CTTD, said that the show will follow the formula of action, humor and drama employed so far to great success by CTTD's new action hour *V.I.P.*, starring

Pamela Anderson Lee. That show was the top new action hour of last season.

"[*V.I.P.*] gave us the confidence that the formula does work. A show that doesn't take itself so seriously, has a sense of humor and is pure entertainment works in the marketplace," Krasnoff said. "So we had that much more confidence that the time was right for another one."

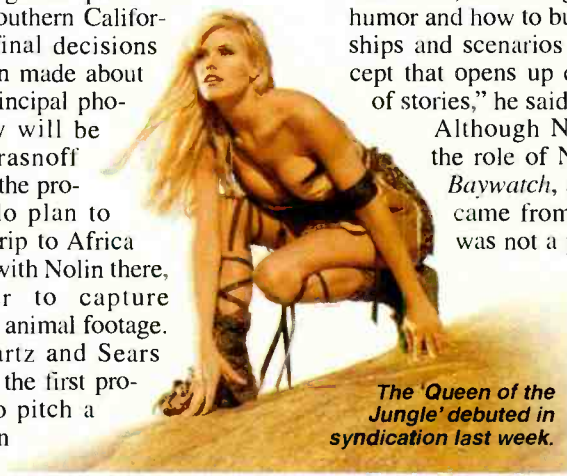
Although the pilot was shot in southern California, no final decisions have been made about where principal photography will be done. Krasnoff said that the producers do plan to make a trip to Africa to shoot with Nolin there, in order to capture authentic animal footage.

Schwartz and Sears were not the first producers to pitch a television version

of the film to Columbia, which owns the rights to the project. Schwartz and Sears won out because their idea was original, fleshed-out, and "unlike anything I had heard before," Krasnoff says.

"[Schwartz and Sears] came in and said, 'Here's our take on the show.' And they had thought it all the way through in terms of how to contemporize the character, how to give it a sense of humor and how to build in the relationships and scenarios in the series concept that opens up countless numbers of stories," he said.

Although Nolin, who played the role of Neely Capshaw on *Baywatch*, and Schwartz both came from *Baywatch*, Nolin was not a part of the original pitch as an attached star. She was cast after the pilot script was ordered from Schwartz and Sears. ■



Rogers exits NBC for Primedia

Tom Rogers, president, NBC Cable and Business Development and executive vice president of NBC, is leaving the company to become chairman and chief executive officer of Primedia, the New York-based magazine publisher of such titles as *New York*, *Seventeen* and *Modern Bride*. Primedia also operates a number of satellite TV networks, the best known being *Channel One*, the news network seen by roughly 8 million high school students each day.

Rogers spent 12 years at NBC. His focus for much of that time was on extending the company's interests beyond the core broadcast businesses. He is credited with being a key architect in the launch of both CNBC and MSNBC. He's also cited as a key shaper of NBC's Internet strategy (C-Net, Snap, etc.) and for helping to devise the plan for exporting many of NBC's channels and programs overseas.

While Primedia, has some 200 Web sites that support its print products, Rogers told reporters last week that the company needs to further build its new media holdings and that those holdings need to be better integrated with the company's core print business.

Rogers said Primedia would also expand its video offerings. One possibility, he said, would be a channel

or some program form devoted to bridal services to extend the *Modern Bride* brand. He also said the company's niche titles offer "efficient marketing opportunities" in the Internet world.

Primedia, a public company controlled by the investment firm of Kohlberg Kravis Roberts & Co., had revenues last year of roughly \$1.5 billion, with about \$330 million in cash flow (\$40 million of that derived from Channel One). The company has a handful of specialty satellite TV networks that are distributed to businesses, such as the Automotive Satellite Television Network and the Law Enforcement Television Network. The company has a work force of some 700 employees.

Rogers had mulled leaving NBC for other opportunities in the past. Almost two years ago, he was involved in a group that made an unsuccessful bid to buy Court TV. "It's a rare opportunity to have substantial equity upside in a broad-based company that needs shaping and directing," Rogers said of his decision to make the move.

NBC said it would announce plans for redistributing Rogers' duties soon. Sources say his duties will be divvied up among executives already in place.

—Steve McClellan



By Dan Trigoboff

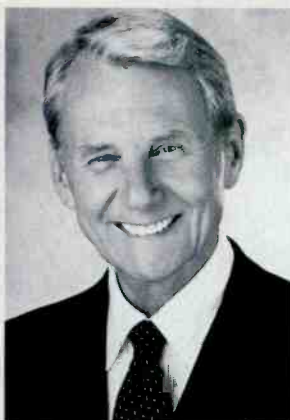
Lockout in Buffalo

Amid labor problems, WIVB-TV Buffalo has locked out 31 technical employees and brought in temporary replacements from other LIN TV stations. The technicians' union, the National Association of Broadcast Employees and Technicians, said the move to lock out non-striking workers is unprecedented in Buffalo history. The Union characterized the replacements as hired to "steal Buffalo's future." Said General Manager Lou Verruto: "The union has the right to bring financial pressure on the station. Stations also have the legal right to bring pressure on the union." Negotiations were stalled last week. The station claims the union will not respond to its offer, while the union says the offer was too nonspecific and that they have already rejected it. Among the measures taken by labor was a protest outside the station that drew about 200 sympathizers, according to the union, including several of the station's on-air personalities. Their union, the American Federation of Radio-Television Artists, says that the entire AFTRA shop joined the protesters on the picket line, but will be prohibited by their own no-strike clause from further expressions of sympathy. "We will look for ways to support NABET within the limitations of our contract," said an AFTRA spokesman. "I'm sure there's sympathy for

them," Verruto said. "But there's sympathy for me, here, as well."

Double Bill in N.Y.

New York City news fixture Bill Beutel exited the anchor desk at WABC-TV's 11 o'clock news last week after 11 years. Beutel had decided on his own to cut back his anchoring workload. The 68-year-old Beutel will continue to anchor the 6 p.m. news, as he has since 1962. Beutel will be replaced on the late shift by Bill Ritter, who has been a reporter and weekend anchor in New York, as



Beutel makes room for...



...Ritter on 11 o'clock news.

well as a correspondent for ABC's 20/20.

No sale in Cleveland

WEWS-TV Cleveland General Manager John Lansing last week publicly dismissed rumors that owner Scripps Howard Broadcasting might be selling the station. Lansing was featured with other local GMs at a forum sponsored by the National Academy of Television Arts and Sciences there. Behind the speculation locally are cutbacks and buyouts that have affected all Scripps stations. "From everything I've been told," Lansing told B&C, "we're in the broadcasting business." All the GMs were asked why prices per point are much lower in Cleveland than in other major markets, and lower than nearly all the other top 50 markets, but declined to answer, according to *The Plain Dealer*.

Lansing commented later that broadcasters better stop "bashing one another" and address the very real competition for local ad dollars from cable. "Yes, our cost-per-points are depressed," he said. "But with all that said, when I go out and meet people from the agencies, I hear that our competitors are bending over backwards on the negative sell. We should all be pushing what's positive about local stations."

Philly recollections

KYW-TV Philadelphia anchor Larry Kane has signed an agreement with

Temple University Press to write his memoirs. The story is to be told through the major stories of Kane's career, which spans 30 years and all three of Philadelphia's network stations.

Early in Altoona

WTAJ-TV Altoona/Johnstown, Pa., presented the market's first 5 a.m. newscast. *10 News This Morning* will be anchored by Jere Gish and Carolyn Donaldson, with Josh Hodell on weather. The show will run until 7 a.m., leading into CBS' new morning show with Bryant Gumbel.

5 a.m. news in D.C.

WJLA-TV is trying to be more competitive in its early morning newscast, beginning it half an hour earlier, at 5 a.m., and revamping its anchor desk. Anchor Carol Costello will be joined by Don Hudson, up from KRIS-TV Corpus Christi, Texas, and meteorologist Alexandra Steele, on *Good Morning Washington*. The current morning team—Mary Jo Walsh, Horace Holmes and weatherman Dan Henry—will be reassigned. Walsh will anchor Sunday nights, Holmes will report for the morning show and Henry will pull weekends. The current morning program dropped in the key 25-54 demographic in the May ratings book, tying with CBS affiliate WUSA-TV and losing to WRC-TV. All of the Big Three Washington network affiliates start their morning news at 5 a.m.

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dtrig@erols.com, or fax (202) 463-3742.

Roseanne takes it in stride

Sans NBC stations and faced with downgrades, sitcom diva's talker takes a ratings dive

By Joe Schlosser

The second season for King World's *The Roseanne Show* is not looking too rosy. The syndicated talk show with the former sitcom star at the helm is either off the air or buried in late-night time periods in most of the country's top markets.

The show's national ratings in the first Nielsen Media Research results of the 1999-2000 season reflect that, hitting an all-time low earlier this month. The talker scored a 0.6 national rating for the first week of the season—ranking last among the 11 returning syndicated talk shows. The show is off 71% from its first week last season. For the entire season, it averaged a 1.6 national rating.

That 1.6 led NBC, which signed with King World for two years for a reported \$45 million license fee, to pull the show

from all 12 of its owned-and-operated stations at the end of last season and to announce that they would not carry it on any of those stations this year. NBC is still paying King World for the second season, but *The Roseanne Show* is not airing in the top three markets—New York, Los Angeles and Chicago—or in a handful of other major markets where NBC owns stations.

And outside of those NBC markets, the talk show has been pulled off the air in Boston on ABC affiliate WCVB-TV and downgraded to overnight time periods in Dallas, Detroit, Atlanta and San Francisco. *Roseanne* debuted last September on 141 stations covering 86% of the country; Nielsen statistics now have the show on 130 stations representing 62% of the nation.

King World signed almost every station to two-year license deals for the

talk show, and a number of station executives are upset that the syndicator continued with the show past its first season and is now demanding payment for the second year.

"It should go away," says Dick Kurlander, vice president and director of programming at Petry Television. "Stations wanted it to go away before September, and they are disappointed that King World didn't pull it. The show has performed poorly for a lot of them."

One station general manager where *Roseanne* has been put into late-night limbo, said the show was given a full year to perform and it never achieved "acceptable ratings." The GM added, "We wouldn't cry if it were to go away."

King World executives would not comment on the station reaction and have said all along that they are standing by the show in its second season. Jeff

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Wald, the executive producer, says morale at the show is "high" and that Roseanne herself is having a good time. Wald says the show is not having a tough time booking talent and pointed out that actors George Clooney, Sharon Stone and Danny Glover have all been guests this season.

The Roseanne Show has made several format changes for the new season.

Theme episodes are now commonplace and a "cyber sidekick" for Roseanne has been added to take e-mail from viewers. Roseanne also sings during most Friday episodes.

Wald says he is disappointed with the way stations have handled the show over the last several months, especially in light of the lackluster debuts for a number of talk shows this fall.

"You look at all of the new shows coming out this year, and not one of them is doing what we did at the start of last season," Wald says. "These [station] guys are all shooting themselves in the foot, they don't give shows a chance to grow. And when they do replace shows, the shows do worse and then they wonder why their overall audience is dwindling. It doesn't make any sense." ■



GET WITH THE PROGRAM

by Joe Schlosser and Melissa Grego

Brit pilots head toward the U.S.

London-based Channel 4 International is teaming with a pair of Hollywood studios on two potential network pilots. Channel 4 and Warner Bros. Television are co-producing a pilot for a satirical drama, *The Young Person's Guide to Becoming a Rock Star*. The British studio is also working with Columbia TriStar Television on another drama entitled *Love in the 21st Century*. Both are being produced for fall 2000, and *The Young Person's Guide* is being developed for The WB. *Love in the 21st Century* is being developed for potential play on any of the major U.S. broadcast networks.

Jenny Jones dances to a new melody

Jenny Jones is dancing to her own beat this season. According to one of the show's executive producers, Ed Glavin, *The Jenny Jones Show* has decided to include performances by musical acts in at least 70% of its shows this season. The change is part of an overall attempt by Jenny's producers to increase the amount of production on the show and set it apart from other

single-issue talk shows. Already, more bands have been featured during the first six weeks of this season's production than during all of last season, Glavin says. And the show has assigned one of its producers, Fernita Wynn, to handle music full-time. Last year Wynn produced shows, adding music to her plate mid-season.

CNN, 'Entertainment Weekly' team up

CNN Newsource Sales and *Entertainment Weekly* magazine are teaming up to produce daily syndicated news feeds. The entertainment-oriented feeds will debut in January and will feature packages on movies, TV series and the music industry. The features will be up to 60 seconds in length and will be produced by a special Los Angeles-based CNN Newsource production team.

Paramount signs a Tony winner

Paramount Network Television signed Tony Award-winning actress Kristin Chenoweth to an overall talent deal, and the studio is producing a comedy pilot with her in the lead. Writer/producer John Markus (*The Larry*

Sanders Show) is developing and writing the untitled show. Chenoweth won the 1999 Tony Award for her role as Sally in *You're a Good Man Charlie Brown*.

'SNL' salute scores solidly for NBC

The *Saturday Night Live* 25th anniversary special had NBC executives laughing all the way to the bank last week. The star-studded event, carried live on NBC in prime time on Sunday Sept. 26, drew an average of 22.4 million viewers and scored a 12.1 rating/29 share in adults 18-49, according to Nielsen Media Research. The *SNL* special brought NBC its best special numbers since the 1992-93 season and helped the network win the night in the key demos and in overall viewers.

Ryder Cup runneth over with ratings

The U.S. Ryder Cup team's dramatic come-from-behind victory made for good TV ratings. NBC's final day coverage of the event (Sept. 26) scored a 6.3 rating/15 share, according to Nielsen Media Research. It was the highest overnight rating for a Ryder Cup telecast in history.

On the square: renewed till 2004

KingWorld's and Columbia TriStar's *Hollywood Squares*, now in its second season, has been renewed through the 2003-2004 broadcast season by 22 stations, including 11 CBS O&Os. The stations cover about 40% of the country.

Hearst-Argyle adds to the GH brand

Hearst-Argyle will distribute *Good Housekeeping Reports*, monthly 90-second news inserts based on information provided by *Good Housekeeping* magazine and the Good Housekeeping Institute. Hearst-Argyle has been producing the inserts since their inception. The second year of the reports begins January/February 2000.

Calling all entrants for Prism 2000

Entries for the Prism Awards 2000, to be presented March 7 in Beverly Hills, are due Jan. 14. The Prism Awards spotlight creative contributions that present accurate information and depictions of drug, alcohol and tobacco use and addiction based on scientific research. The Entertainment Industries Council presents the awards in partnership with the National Institute on Drug Abuse and The Robert Wood Johnson Foundation.

Floyd flummoxes debuts

Storm-related evacuations put damper on syndication starts and returning shows

By Melissa Grego

Evacuations prompted by Hurricane Floyd apparently did a number on the first set of Nielsen Media Research national ratings for this season's new syndicated shows. As the storm progressed from Miami up the East Coast throughout the week ending Sept. 19, sampling was disrupted as Nielsen families were forced to face more pressing concerns.

Still, in the midst of the storm, waves of new syndicated shows could not be stayed from their appointed rounds.

Leading the way among the new talk shows was Eyemark's *Dr. Joy Browne*, which earned a 1.3 rating according to national Nielsen figures. That put it ahead of King World's *Martin Short*, at 1.2, and Paramount's *Leeza*, at a 1.1. MGM's *The National Enquirer* was the sole magazine to debut during the week, earning a 1.7. Twentieth TV's *Divorce Court*, in its third week on the air, was the highest-rated new first-run strip, earning a 2.9, unchanged from its second week. Among debuting off-network shows, Warner Bros.' *Drew Carey* was in the lead, with a 3.3, ahead of Carsey-Werner's *3rd Rock from the Sun* with a 3.1. Buena Vista's *Unhappily Ever After* earned a 1.2. Among the weekly debuts, Columbia TriStar's *Bat-*

tledome came in at 1.7 and the off-network weekly *Profiler* recorded a 2.0.

Among the veteran talk shows, the season premiere of King World's *Oprah* was down 5%, but still at the top of the list with a 5.7, followed by Studios USA's *Jerry Springer*, which drew a 4.0 (down 2%) with repeats. Warner Bros.' *Rosie O'Donnell* was flat at 3.4, tying Buena Vista's *Live with Regis and Kathie Lee*, which was up 13%.

Paramount's *Entertainment Tonight*, which aired Emmy coverage the first two days of the week, boosted its top-spot ratings among returning syndicated magazines by 16% over the week before, with a 5.8. Also improving from the previous week, Warner Bros.' *Extra* followed at a 3.3, up 14%. King World's *Inside Edition* was down 4% to 2.7, followed by Warner Bros.' *Access Hollywood*, also featuring Emmy coverage, which was flat at 2.1.



Paramount's 'Judge Joe Brown' came in second in the court-show ratings race.

The new season started with Paramount's *Judge Judy* taking up where it left off—ahead of the syndicated court-show pack. *Judge Judy* recorded a 6.8 in its season premiere, up 15% from the previous week. Paramount could boast second place as well, with *Judge Joe Brown* drawing a 3.7, up 9%. *Divorce Court* was third at 2.9, followed by the first week of Judge Jerry (Judge Judy's husband) Sheindlin's tenure on the bench at Warner Bros.' *The People's Court*, up 17% to 2.7. Paramount's *Judge Mills Lane* season premiere was flat at 2.5.

Warner Bros.' *Friends* continued to rule the veteran off-net sitcoms, up 5% to a 6.1. Off-net *X-Files* again won among the weeklies, up 3% to 3.9.

King World won, placed and showed in the game show category, with *Wheel of Fortune*, *Jeopardy* and *Holly-*

wood Squares, respectively. *Wheel* was up 2%, to a 9.7; *Jeopardy* was flat at an 8; and *Hollywood Squares* was up 5% to a 3.9. Telepictures' *Change of Heart* was down 26%, to a 1.7. ■

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SBS seeks stations, Web sales

Radio group banks on growing Hispanic demographic to raise stakes for IPO

By Elizabeth A. Rathbun

Spanish Broadcasting System Inc. is hooking its radio stations into the Web via bilingual Spanish-English site LaMusica.com.

SBS has begun a national ad campaign on its stations to call attention to LaMusica.com, according to the company's Aug. 18 Securities and Exchange Commission filing for an initial public offering. SBS hopes to raise \$235 million with the IPO later this month.

Although the Internet world is high on LaMusica.com—it is the Internet's most visited Web site for Latino music with more than 3 million hits per month, SBS says—its intended audience, U.S. Hispanics, has limited access to it. Just 26% of U.S. Hispanic households own a computer and only 36% of Hispanics have access to the Internet at home or at work.

SBS bought 80% of LaMusica.com in April. The site allows users to download and buy music, read music and entertainment-business news, participate in chats and subscribe to a free newsletter. SBS intends to add streaming audio from all its stations along with e-mail and personals, the filing says.

SBS also plans to sell advertisers on radio station/Web site deals. With 13 top-ranked FMs that reach 51% of the U.S. Hispanic population, SBS is the nation's second-largest Spanish-language radio broadcaster after Hispanic (formerly HefTel) Broadcasting Corp. When ranked by estimated 1998 revenue, SBS is the nation's No. 15 radio group (B&C, Aug. 30). And SBS is adding eight more FMs to its roster: A \$90 million acquisition in Puerto Rico was announced Sept. 22 (see "Changing Hands," page 52).

The Hispanic population of about 34.3 million is "arguably the fastest-growing demographic group in the United States for the next 50 years,"



LaMusica.com gets over 3 million hits per month, making it the Internet's most-visited site for Latino music and entertainment-business news.

says P. Gordon Hodge, a media analyst with Thomas Weisel Partners. By 2005, Hispanics are expected to be the

nation's largest minority group, and by 2010 the U.S. is expected to have the second-largest Spanish-speaking population in the world, SBS' filing says.

"This truly is an emerging category," Hodge says. Despite that, Hispanics are "substantially underrepresented in the allocation of media dollars."

While Hispanics constitute nearly 13% of the U.S. population and in 1998 accounted for 7.4% (\$380 billion) of U.S. consumer spending, advertisers spend just 1% (\$1.7 billion) of their marketing dollars on Spanish-language advertising, according to the SEC filings.

Part of the problem is the fact that the average Hispanic income is "well below" that of the general population, says William Meyers, an analyst with BancBoston Robertson Stephens. But given the population's growth, "the numbers are in your favor."

SBS plans to use the proceeds of its IPO to grow in its existing markets, which include six of the nation's top 10 Hispanic markets, and branch out into other top Hispanic markets. Those markets are attractive because more than 62% of U.S. Hispanics live in those 10 cities, SBS' filing says.

The company's broadcast cash flow margins of around 50% and EBITDA of \$30.9 million through June 27 point to a strong operator, "but we are a bit cautious," says David Menlow, president of the IPO Financial Network and editor of the newsletter *IPO Frontline*.

He cites the combined \$2.5 million-plus salaries of SBS founder and Chairman Raul Alarcon Sr. and his son, company President Raul Alarcon Jr. Such high salaries could hurt the company, if investors had more Spanish-language broadcasters to choose from, Menlow says. The company's debt of \$172.8 million also is considered high—for now. That will be altered with some proceeds from the IPO.

SBS officials could not be reached, but SEC rules bar them from comment as they prepare for an IPO.

At a glance

Spanish Broadcasting System

Headquarters: Miami

Founded: 1983

Employees: 388 full-time



Raul Alarcon Jr., president

Top executives (and 1998 pay): Chairman Raul Alarcon Sr. (\$607,891); President Raul Alarcon Jr. (\$1.96 million plus use of apartment in New York); Senior Vice President/CFO Joseph A. Garcia (\$293,846); Vice President of Sales Luis Diaz-Albertini (\$225,000); Vice President of Programming Jesus Salas (less than \$100,000)

21 FM radio stations (with market's Hispanic population rank): KLAX Los Angeles (1); WCMA, WCOM*, WCTA*, WEGM, WIOA*, WIOB*, WIOC*, WMEG, WOYE*, WZMT*, WZNT* Puerto Rico (2); WPAT, WSKQ New York (3); WCMQ, WRMA, WXDJ Miami (4); WLEY Chicago (6); KLEY San Antonio (8); WVMQ Key West; and WZMQ Key Largo (may move to Miami), Fla. (unrated) *=*buying*

Other holdings: 80% of JuJu Media Inc., owner of Spanish-English Web site LaMusica.com

Source: SBS S-1 filed Aug. 18 with Securities & Exchange Commission

Portland ups the ante

City officials snub AT&T, seek rival provider to build their broadband network

By Price Colman

In a symbolic but nevertheless provocative move, officials in Portland, Ore., last week went public with an invitation for a competitor to take on AT&T.

The invitation, officially called a "Request for Qualifications (RFQ)," seeks a provider willing to build a broadband network in Portland to offer high-speed Internet access as well as video, voice and other data services.

Portland's move is the latest in an increasingly nasty fight with AT&T Broadband & Internet Services over whether the city's franchising authority can order the cable provider to lease part of its network to competing Inter-

net service providers. Portland won the first round in the a ruling by the U.S. District Court in Portland. Oral arguments in the appeal, originally scheduled for Oct. 9 then moved to Nov. 3, are now set for Nov. 1 in Portland.

David Olson, director of the Office of Cable Communications & Franchise Management for Portland and surrounding Multnomah County, says the RFQ is partly a response to AT&T's decision not to offer its @Home Internet service there.

"It's fair to say that Portland and Multnomah County are very tired of AT&T's scorched-earth, punish-the-customer strategy for withholding broadband services here," Olson says, "because of the local governments'

desire to promote competition through open access."

AT&T has vowed not to offer high-speed Internet service in Portland or any other city that imposes a cable access requirement. AT&T's rationale is that it will be breaking the law by enacting what it considers an illegal requirement.

AT&T "can't comply with regulations [officials] have imposed," says AT&T spokeswoman Sarah Duisik. "They can do what they want."

Portland is a medium-density city, and while not an obvious candidate for an overbuild, Olson says the city's density should offer "some leverage here to attract some interest—and I think we will." ■

Cartoon balloons

Turner's animated network quietly climbs in ratings race

By Deborah D. McAdams

Cartoon Network again posted double-digit ratings growth without any obvious break-out hits. Cartoon finished in second place for total day ratings for the third quarter, edging out sister Superstation TBS.

Cartoon posted a 20% ratings increase in total day, with a 1.2/682,000 households for the third quarter compared to a 1.0/546,000 households in the same quarter last year. Cartoon's distribution is at 59 million and growing at a rate of about 5 million to 7 million a year.

"I think it's very much driven by originals," said Mike Lazzo, senior vice president of programming and production for the Cartoon Network, which started out as a library network. "We're finally, this year, at critical mass. We have enough originals this year to impact our network."

Cartoon's most successful original, *Johnny Bravo*, averaged a 2.1 for the quarter—about half a rating's point shy

of making cable's weekly top 25 list.

Nickelodeon, on the other hand, regularly dominates cable's top 25 with episodes of *Rugrats*, *Wild Thornberrys* and its latest animated saga, *Spongebob Squarepants*.

Nick managed to beat Cartoon in total day rating, taking the No. 1 spot with a 1.5/1.1 million households, but the network posted a 6% ratings decline from the previous year.

Cyma Zarghami, executive vice president and general manager of Nickelodeon, attributed the slight decline to a drop-off in the 9-to-11 p.m. block.

"Last summer, we launched the

most successful block party ever with *The Brady Bunch*," she said. "We didn't launch anything new this summer, so we expected this."

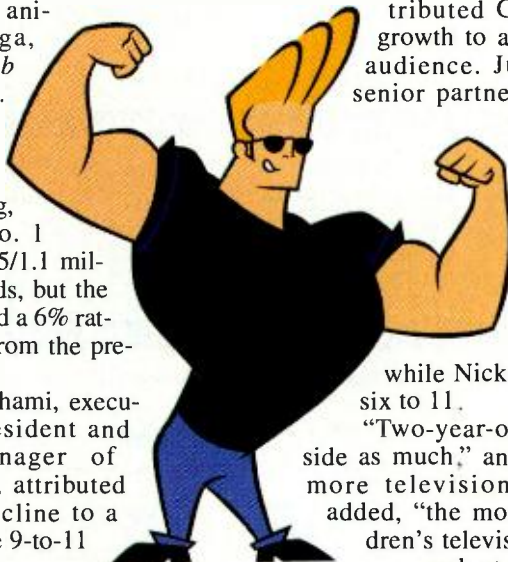
Zarghami indicated Cartoon is a competitor but not a threat to Nick, which reaches 75.8 million households.

"Nick still has 50% of gross ratings points for kids," she said.

One media buyer contributed Cartoon's ratings growth to a pre-school heavy audience. Julie Friedlander, senior partner and director of national broadcast negotiation for Ogilvy & Mather and a media buyer for Mattel, noted that Cartoon skews toward two- to five-year-olds, while Nick leans toward kids six to 11.

"Two-year-olds don't go outside as much," and therefore watch more television. However, she added, "the most money in children's television is in the older end, at six to 11. It really helps when you can talk."

In prime time for the



'Johnny Bravo' is the network's biggest original hit of the third quarter.

quarter, USA again ruled, with wrestling registering 32 of the top 100 rated programs, generating a 2.3/1.7 million households—a 5% increase over last year.

MTV pulled out the biggest gain in

prime time among the top 10 networks, with a 33% jump over last year. MTV pulled in an average of 206,000 more viewers than last year, registering a 1.2/831,000 compared to a 0.9/617,000 in third quarter '98.

MTV's numbers were boosted by the 1999 Video Music Awards, a tour de force that pulled in an 11.1 rating with more than 8 million households, the biggest entertainment rating in cable history. ■

Is S-A still in the running?

Analysts say AT&T may still order set-tops from GI rival, but who knows when

By Price Colman

The \$1 billion General Instrument-Motorola equipment deal with AT&T is a natural—but not necessarily a sign that AT&T plans to stay away from competing supplier Scientific-Atlanta, analysts say.

AT&T last week was prepping to boost its existing 6.5 million digital set-top order from GI by 2 million boxes. And, in its first cable-related order with Motorola, AT&T is ordering 1 million Motorola cable modems.

The Motorola cable modem order clearly is a tacit endorsement of the \$11 billion GI-Motorola merger, because it comes before Motorola has received Cable Television Laboratories certification of its cable modems.

On the surface, the GI-Motorola orders appear to slight S-A, which has been laboring to write a set-top order with AT&T Broadband & Internet Services and its predecessor Tele-Communications Inc. for several years.

S-A's disclosure in August that it had shipped certain digital transmission equipment and a small number of Explorer 2000 digital set-top boxes suggested that something bigger was in the works.

But don't interpret the expansion of an existing relationship as AT&T slamming the door on S-A, says Warburg-Dillon Read analyst Anton Wahlman.

"Motorola probably had this nailed down in order to do the [merger] deal," Wahlman says. "The question for Scientific-Atlanta is will they get some markets where AT&T has not installed GI [digital] headends.

"That's unchanged at this point."

A substantial order by AT&T for S-A digital set-tops could come by year-end but is more likely to happen early next year, Wahlman projects.

S-A is expected to be producing commercial quantities of its new Explorer 6000 set-top, an advanced box containing two modems, one of which would

enable Internet protocol (IP) telephony, Wahlman says. AT&T has long stressed that its desire to re-enter local telephone markets is a driving force behind its acquisition of cable systems.

One cloud over a substantial AT&T order for S-A digital set-tops is that

AT&T has been underwhelmed by the Explorer set-top, according to a source familiar with the companies.

"[AT&T] doesn't like the S-A box, and S-A may be a bit panicked," the source said.

That was news to Scientific-Atlanta.



CABLE'S TOP 25

PEOPLE'S CHOICE

ESPN's football coverage was in the winning zone last week. Three NFL programs scored in the top ten—including a first place finish for the Giants/Patriots game.

Following are the top 25 basic cable programs for the week of September 13-19, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating	U.S.	HHs (000)	Cable Share
1	NFL/Giants/Patriots	ESPN	Sun	8:15P	184	7.9	6.1	6086	11.9
2	WWF Entertainment	USA	Mon	10:00P	66	6.2	4.8	4754	9.6
3	WWF Entertainment	USA	Mon	9:00P	60	5.9	4.5	4508	8.2
4	NFL Primetime	ESPN	Sun	7:30P	45	5.1	4	3918	8.7
5	WCW Monday Night Live!	TNT	Mon	8:00P	60	4.1	3.2	3184	6.2
6	Rugrats	NICK	Mon	7:30P	30	3.4	2.6	2541	5.6
7	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.2	2.5	2491	5.5
8	Rugrats	NICK	Sat	9:30A	30	3.1	2.4	2349	9.5
9	Movie: 'Murder of Innocence'	LIF	Sun	6:00P	120	3	2.2	2219	5.2
9	NFL Sportscenter	ESPN	Sun	11:19P	71	3	2.3	2331	6.6
11	Rugrats	NICK	Thu	7:30P	30	2.9	2.2	2191	5.2
11	NASCAR/MBNA Gold 400	TNN	Sun	12:30P	240	2.9	2.2	2196	6.5
11	Movie: 'No One Could...'	LIF	Sun	8:00P	120	2.9	2.2	2209	4.2
11	WCW Monday Night Live!	TNT	Mon	9:00P	60	2.9	2.2	2212	4
15	Rugrats	NICK	Tue	7:30P	30	2.8	2.1	2117	4.7
15	Movie: 'Armed & Innocent'	LIF	Sun	4:00P	120	2.8	2.1	2064	5.6
15	Movie: 'Total Stranger'	LIF	Mon	9:00P	120	2.8	2.1	2082	4.1
15	Big East Ftbl/Clemson/...	ESPN	Thu	7:57P	195	2.8	2.1	2124	4.4
19	Wild Thornberrys	NICK	Thu	8:00P	30	2.7	2.1	2039	4.3
19	Wild Thornberrys	NICK	Mon	8:00P	30	2.7	2	2033	4.2
21	Kenan & Kel	NICK	Sat	9:00P	30	2.6	2	2009	4.7
21	Wild Thornberrys	NICK	Tue	8:00P	30	2.6	2	1977	4.1
21	Movie: 'Final Descent'	LIF	Sat	4:00P	120	2.6	1.9	1917	6
21	Law & Order	A&E	Tue	11:00P	60	2.6	1.9	1935	5.1
25	Rugrats	NICK	Sun	9:30A	30	2.5	1.9	1876	7.6
25	Rugrats	NICK	Wed	7:30P	30	2.5	1.9	1908	4.6
25	The Brady Bunch	NICK	Tue	9:00P	30	2.5	1.9	1908	3.7
25	Cousin Skeeter	NICK	Tue	8:30P	30	2.5	1.9	1913	3.8
25	Hey Arnold	NICK	Mon	7:00P	30	2.5	1.9	1901	4.4
25	Law & Order	A&E	Thu	11:00P	60	2.5	1.9	1871	4.8
25	Law & Order	A&E	Wed	11:00P	60	2.5	1.9	1880	5
25	Dragon Ball Z	TOON	Tue	5:00P	30	2.5	1.5	1473	5.9

"There's been no feedback [from AT&T] good or bad," says Steve Necessary, S-A's vice president of marketing. "Fundamentally, expectations about how much business we do with AT&T or Cablevision were already pretty low. We're trying to make things happen, but did it figure into our projections? Frankly, no."

Meanwhile, Time Warner Cable reportedly has ordered 450,000 GI digital set-tops. Such an order would be noteworthy for a couple of reasons.

First, it shows that Time Warner is willing to place a major order with other than its preferred supplier—S-A.

"Our longstanding position is that we believe in multiple vendors for set-top boxes," says Time Warner Cable spokesman Mike Luftman. "We have always said we expect to buy from GI."

In addition, a Time Warner-GI order could be a precursor for an AT&T order from S-A, Wahlman speculates.

"The Time Warner people have said they're not going to take any earlier generation than the [GI] DCT-5000, and it better have all the goodies on it," he says. "This is an entirely predictable and parallel development to the notion of S-A getting orders from AT&T. ■"

Court TV's aim: kinder kids



Court TV is launching an initiative aimed at helping middle-school students learn to be more tolerant of each other's differences.

The campaign will kick off at noon on Oct. 26, with a live, commercial-free telecast of *Opening the Door to Diversity: Voices From the Middle School*. Both cable operators and WNBC-TV in New York, plan to pick up the program. Court TV is partnering with AT&T Broadband and Internet Services, Cable in the Classroom, the Departments of Education and Justice, the

National Middle School Association, the Anti-Defamation League and the Education Development Center on the effort.

The show will feature 25 students talking about issues from AT&T's National Digital Television Center in Littleton, Colo., linked through AT&T's broadband networks with other students in Chicago; Hayward, Calif.; and Cheyenne, Wyo.

Court TV then will make additional diversity-awareness curricula available to 15,000 middle schools throughout the year so teachers can continue to work with students on issues of diversity and tolerance.

"This campaign has one critical goal: keep our nation's youth out of our nation's courts," said Henry Schleiff, president and CEO of Court TV.

Opening the Door to Diversity is part of Court TV's ongoing "Choices or Consequences" campaign, which presents teenagers with real-life cases in which kids made bad decisions and now have to live with the consequences.

—Paige Albinak



Farm Bureau gets in on satellite reform

The American Farm Bureau Federation on Tuesday sent a letter to House and Senate conferees considering satellite TV reform legislation in support of Farm Bureau members, most of whom live in rural areas. The Farm Bureau supports a provision in the bill, proposed by EchoStar Communications, that would ensure that all multichannel video providers have access to programming on the same terms that their cable competitors do. The group also wants the conferees to change the so-called Grade B standard, which broadcasters use to determine sig-

nal strength within their markets. The Farm Bureau says that that measure of signal strength applies a 1950s standard to a 21st-century television. "Congress owes it to the public to update this signal strength standard, and reconcile it with reasonable expectations in the digital age," wrote Dean Kleckner, president of the Farm Bureau.

No NFL for PrimeTime 24

A federal district court in New York last week permanently forbid satellite uplinker PrimeTime 24 from retransmitting feeds of National Football League

games in all foreign countries. The NFL sued PrimeTime 24 in May 1998, saying that PrimeTime 24 violated its copyrights by transmitting games to Canada. The NFL is awaiting the court's decision on statutory damages and attorneys' fees; the sports league asked the U.S. District Court in the Southern District of New York for up to \$100,000 in damages. The court referred that decision to a magistrate judge.

Ed Turner exits The Forum Network

Ed Turner has resigned as president of The Forum Network. Targeted for a 2000 launch, the network is a public affairs cable channel from noncommercial WETA-TV Washington and The Freedom Forum. Jack Hurley, who oversees broadcasting and interactive productions for the Forum, has been named interim presi-

dent. Turner will continue to serve as a consultant.

MTV tops third quarter in ratings

MTV's 1999 *Video Music Awards* took the No. 1 slot in third-quarter ratings, beating out football, baseball and wrestling. The 3-hour-plus event, which aired live on Sept. 9, drew a 11.1 rating with more than 8 million households, according to Nielsen. In a coup over wrestling, ESPN took the next four slots with three National League Football games and the Home Run Derby: No. 2 was the Jets-Bills game with a 10.7 rating and 8.2 million households; third was the Steelers-Browns game, with a 9.6 rating and 7.4 million households; then the Giants-Patriots with a 7.9 rating and 6.1 million households; followed by ESPN's Home Run Derby, with a 7.5 rating and 5.7 million households.

CEMA likes HDTV chances

But set makers, retailers plead for more programming from broadcasters

By Glen Dickson

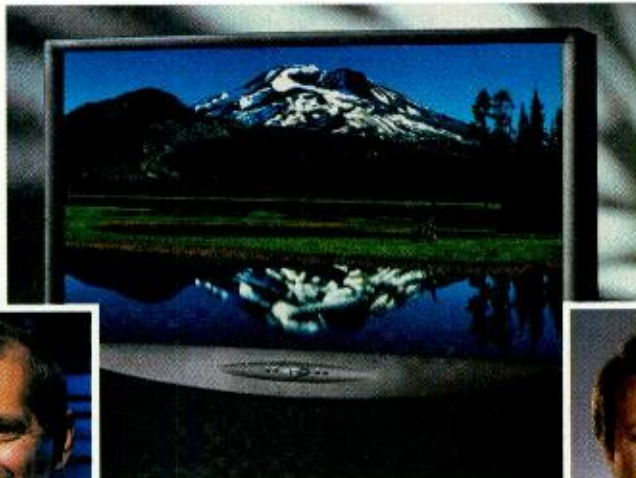
Consumer electronics manufacturers and retailers are happy with early sales of DTV products, but need more HDTV content from broadcasters and cable networks to make the startup medium a success.

That was the message at last week's DTV Summit in Los Angeles, a multi-industry event sponsored by the Consumer Electronic Manufacturers Association, the National Association of Broadcasters, the National Cable Television Association, the North American Retail Dealers Association and others.

CEMA President Gary Shapiro said 50,000 DTV units have been sold through the end of August, though he declined to say how many of those are actual DTV receivers. "That's phenomenal considering the extraordinary lack of programming and delays from several manufacturers," said Shapiro.

Reaching a copy protection solution between studios, set makers and cable MSOs is also imperative, Shapiro said. CEMA would accept a copy protection system that allows consumers to record free over-the-air DTV broadcasts, but not pay-per-view programming. "We have a duty as a technology industry to make sure these systems are not abused and don't erode consumer rights," said Shapiro. But, he added, studios must respect "fair use recording" of DTV programs.

CEMA Senior Economist Todd Thibodeaux presented rather bullish consumer research on DTV based on national tracking studies, interviews with current DTV owners and a polling of retailers. According to a CEMA tracking study that reached 1,000 U.S. households, 51% of consumers expect their



CEMA President Gary Shapiro (l) says sales of HDTV sets have been better than expected, while CBS Engineering VP Bob Seidel (r) says his network will stand by the 8-VSB standard.



next TV to be digital. Following the average TV replacement cycle, 46 million households will adopt DTV over the next eight years, predicts Thibodeaux.

Anecdotal evidence from a small sample of DTV owners (less than 50) suggests that 79% of early adopters feel DTV is meeting or exceeding their pre-purchase expectations, says Thibodeaux. But 69% are "really disappointed" with the limited amount of HDTV programming, and 63% think 18 months is a "reasonable" amount of time to get all programs in HDTV.

Thibodeaux's research with retailers suggests that 85% of consumers who see a DTV product are "impressed or very impressed." And 42% of retailers polled by CEMA say that DTV sales are meeting expectations, while 18% say sales are exceeding expectations.

Those expectations, however, may not be that high. A panel of retailers at the DTV Summit predicted that the one-millionth DTV unit won't be sold until 2002 (and that figure would include 4:3 DTV-ready sets and widescreen displays without DTV receivers). The retail panelists also said they are selling most HDTV displays to work in conjunction with DVD players, not DTV receivers. They cite questions about cable compatibility with HDTV as a big stumbling block

with consumers.

"Most people have purchased products without tuners," said Casey Crane, executive vice president and general manager of Hawthorne, Calif.-based Ken Crane's.

Working with West Coast DTV stations to cross-promote HDTV programming and HDTV sets has also been a challenge, said John Keating, director of merchandising for The Good Guys! "It took three or four calls to the affiliate to figure out how to deal with it," says

Keating. "That's evolved now into broadcasters being interested in selling us airtime. I'm a little disappointed—I thought they'd want to help grow this as an industry."

Early DTV sales have been good, according to a large panel of set manufacturers. And representatives from Mitsubishi and Samsung said their respective deals to underwrite the HDTV broadcast of CBS prime time series and movies should drive more sales this fall.

Set manufacturers also dismissed the controversy raised by Sinclair Broadcast Group over the viability of the 8-VSB digital transmission standard, which Sinclair says won't work for indoor reception in urban environments.

"The political posturing by organizations to derail this is not related to the standard," said Bob Perry, Mitsubishi director of marketing.

Toshiba Marketing VP Steve Nickerson says it is naïve to think current 8-VSB receivers reflect the "height of the technology." He adds that changing the ATSC standard to include COFDM, as Sinclair will suggest in a petition to the FCC on Oct. 8, would open up a "Pandora's box" to people who'd like to see other parts of the standard changed.

The issue of the pending Sinclair petition came up later in the day at a

DTV programming panel that included Bob Seidel, CBS VP of engineering and technology, and John Greene, VP of Capitol Broadcasting, which owns HDTV stalwart WRAL-TV Raleigh, N.C. Both Seidel and Greene said they wouldn't back Sinclair's petition, citing

extensive DTV reception tests they've conducted that prove 8-VSB works.

"We support the 8-VSB position," said Seidel. "This is not the time to change horses."

Instead, Seidel thinks the DTV standard is robust enough to simultaneous-

ly broadcast "opportunistic data," including Internet content and electronic coupons, and HDTV programming within the DTV data stream. He says CBS will be making "some major announcements" regarding DTV data applications in the near future. ■

Cita, BET's sassy cyberhost

Cable network uses virtual sets, characters to enliven its on-air look, while saving money

By Karen Anderson

She's not bad; she's just rendered that way. Cita, the new "cyberhost" of Black Entertainment Television's *Jams Zone* is drawing quite a following, and putting the cable network in the forefront of virtual production.

BET produces the music program using Orad's virtual set and Ascension Technology's virtual character technology, which converts actual human motions into 3-D graphic characters like Cita.

In addition to *Jams Zone*, BET is using Orad's Cyberset O to render sets for *Out the Box*, another music program, and *Madd Sports*.

"With the different shows we are doing we just wanted to make some changes to give us a little bit of ease in



Cita, the 'Jams Zone' cyberhostess, is produced by Ascension Technology.

changing the sets," says BET Vice President of Technical Operations Joe Phillips. "And to help give our network a different look."

The equipment has proven relatively easy to use, Phillips says. "We were

sort of thrown into it. We've managed to get on the air and get on the air cleanly, and we're growing each week."

Viewers seem particularly captivated by the Cita character. "They are really taken by the dialog and her movement on the set," Phillips says.

Phillips would not disclose how much BET spent on the set but said it was upward of a half-million dollars. "Where the systems pay for themselves is where you are building a set. An elaborate set can cost you anywhere from \$25,000 to \$100,000 depending on what you are building," he says. "Whereas if you have designers in-house that are rendering the [virtual] sets and putting them into the system you really are saving a lot of money." ■

TeraStreaming video to PCs

Software allows broadcasters to transmit high-quality, low-bandwidth programming

By Karen Anderson

TeraStream, a fledgling Reston, Va., company, is developing software that will allow broadcasters to transmit multiple streams of low-bandwidth video to home PCs over their digital stations.

TeraStream has been testing its system at Allbritton-owned WJLA-TV Washington in June. It's now broadcasting six video streams and two audio streams that can be received on PCs with Hauppauge's 8-VSB PC tuner card.

It's designed to help broadcasters make "higher and better use" of their digital bandwidth, says TeraStream President Sande Smith.

WJLA-TV has said that it wants to wait until set penetration increases and encoder prices decrease before it embarks

on HDTV broadcasting. "We have every intention of providing HDTV," says Jerald Fritz, vice president of legal and strategic affairs for Allbritton. "It's just an economic decision at this point."

For its trials at WJLA-TV, TeraStream ran its software on the new Harris Dataplus "encapsulator." The system takes in IP material and converts it to an MPEG-2 data stream as small as 1 Mb/s, allowing broadcasters to develop new service plans with their digital bandwidth. "We are always looking for other things to help repay the extra investments we've made in digital television," Fritz says.

Smith adds, "You should see how good 1 Mb/s streaming video is. We think it's a wake-up call to the broadcast industry."

That's not to say Smith is advocating broadcasters' doing away with HDTV.

"This is a way for stations to provide PC-based video and audio when they are not broadcasting prime time HDTV," he says.

NAB Executive Vice President for Television Chuck Sherman agrees that PC video streaming is a great supplement. It could be used for a number of services, including educational and community programming, he says.

"I love it," Sherman says. "I think it's terrific technology and gives the broadcasters further options to use their dig bit stream."

But, Smith says, "it ain't cheap." The Harris' Dataplus alone is \$62,000. Smith says his company is still working on pricing and packaging.

The good news is that PC TV tuner cards, expected to be out later this fall, cost less than \$600 and should drop significantly in the next year or so. ■

Syndie's digital connection

GlobeCast building new satellite distribution link to TV stations for programmers

By Karen Anderson

Globecast is spending \$3 million on a digital satellite system for program syndicators.

"This gives syndicators an easy way to access all of their stations in the digital tier," says GlobeCast North America President and CEO Bob Behar. GlobeCast is installing the Scientific-Atlanta PowerVu Plus digital encoders at its uplinks in New York and Los Angeles. It will also install about 1,800 PowerVu Plus integrated receiver decoders at about 900 North American television stations.

The station installations will begin in the fourth quarter and should be completed Feb. 1, 2000.

GlobeCast will use Telstar 5 and Tel-

star 6 for the service.

The ability for syndicators to stay in "the digital domain" from origination to the station will "drastically improve the signal quality," Behar says. Distribution costs to syndicators will be "the same or slightly lower," he adds.

GlobeCast is negotiating with a number of major programmers to use the platform, but Behar would not name names. Its current customers include King World and Paramount.

GlobeCast is not the first to try to tap the syndication market with digital distribution. PanAmSat in January launched a similar service, Galaxy 3D, an end-to-end digital video distribution service for North America. The Greenwich, Conn.-based satellite provider

has installed multiple channel-per-carrier platforms at its Spring Creek, N.Y., and Fillmore, Calif., teleport centers. Each teleport provides multiple digital video pathways to PanAmSat's Galaxy VI and SBS 5 domestic satellites, which both carry a large amount of syndication traffic.

"It's been slow," admits Michael Antonovich, vice president, Broadcast Services, PanAmSat.

Because syndication is such a cyclical business, "it's a hit or miss," notes Antonovich. The company also is working to broaden the service beyond syndication into businesses such as news. He expects that by next year digital satellite distribution will begin to catch on and will "reshape the whole landscape" of transmission. ■



CUTTING EDGE

By Karen Anderson

Discovery to produce Eco-Challenge in HD

Discovery Channel and Sony are teaming up to produce the Discovery Channel Eco-Challenge endurance race in high-definition, marking Discovery Channel's first effort with the HDTV format. The team event, which will take place in Patagonia in December, will be shot by 19 camera crews with Sony HDTV gear and will be the most complex HDTV field production to date, according to a Discovery Channel spokeswoman. The NTSC version of the Eco-Challenge will be aired in the U.S. in April 2000; details about when the HDTV version will premiere will be released Tuesday (Oct. 5) at a press event in New York.

Telstar 7 reaches for the sky

Loral Skynet's Telstar 7 satellite is finally up in space. The satellite was launched Sept. 25 from Kourou, French Guiana, aboard an Ariespace Ariane 4 rocket. The C-band/Ku-band U.S. and Latin American bird will relay digital signals for cable programmers, including Time Warner Cable's AthenaTV, and HBO. Loral postponed the launch from June 15 following May's failed launch of Loral's \$225 million Orion-3 Asia-Pacific Region Bird on the Boeing Delta III rocket, which has a second-stage engine similar to the Lockheed Martin Atlas III that was due to launch Telstar 7.

Norwegian firm buys NDS Digital

Tandberg Television, a Norwegian digital systems supplier, has agreed to buy the digital broadcast business of News Corp.-owned NDS for \$280 million. The deal includes NDS' compression, transmission, and multiplexing assets and will allow Tandberg to leverage NDS' North American sales and support staff. "I think it will just be a good complementary staff that will just really give [Tandberg] a good foothold in the U.S.," says NDS Vice President and General Manager Dov Rubin.

NDS holds about 30% market share for U.S. broadcast compression

products for DTV, Rubin says. For NDS customers, "It's going to literally be business as usual," he adds. News Corp. will retain 20% ownership in the new company, Tandberg NDS, and full ownership of NDS' conditional access and data broadcasting businesses.

Hubbard signs deal with CEC

Minneapolis-based Hubbard Broadcasting has signed an agreement with Continental Electronics Corp. for the purchase of digital television and radio transmission equipment, marking CEC's first in the U.S.

Hubbard Broadcasting has placed its first order under the agreement for the purchase of a 20kW SpectraStar digital television transmitter for KSTP-TV, Minneapolis, Minn. The station plans to upgrade to a 40kW model as the consumer demand increases.

Baseball in foul mood

MLB: on-air clips not for Web usage streaming replays

By Richard Tedesco

Major League Baseball is attempting a cutoff play to stop TV stations from carrying game highlights in newscasts streamed online—but some stations are balking at the ban.

At issue is live simulcasting of game highlights—typically two minutes nightly—in newscasts streamed online. Streamed highlights are an increasingly valuable resource to Major League Baseball as the playoffs and World Series approach. CNN.com and Fox Sports are the only Web sites that can legitimately carry clips besides the MLB site.

Major League Baseball contends that licenses with approximately 1,000 U.S. TV stations to show game highlights restrict use of game highlights to on-air newscasts and are not for Web usage.

“There are some issues with a very small handful of stations,” says Michael Mellis, MLB’s new-media counsel, who says Major League Baseball is working to resolve the situation with the stations in question.

Some of the license agreements with TV stations are “in a gray area,” according to one MLB source who reports that there are stations that have simply been unresponsive to the MLB directive.

John Frazee, CBS vice president of news services, says he expects a resolution by next season: “Everybody is interested in finding an amicable solution to this.”

Some stations that have complied believe Major League Baseball is being too restrictive in drawing distinctions with regard to streamed newscasts. “I think it’s kind of silly,” says Doreen Wade, vice president and general manager of the CBS affiliate in West Palm Beach. “It’s just another resource for

our viewers.”

Others don’t comprehend the logic behind the restriction. “We feel Major League Baseball only stands to benefit from carrying the clips on our site,” says Roger Taylor, Webmaster for ABC affiliate WHAS-TV in Louisville, Ky., one of several A.H. Belo stations that simulcast and archive newscasts on the Web.

It becomes a bigger deal beyond next season, as Major League Baseball seeks to capitalize on growing numbers of fans on broadband connections. “Right now, online video is not the hottest thing in the world. But we’re looking more towards trying to reach the biggest audience going forward,” says Alex Kam, MLB director of new media.

Major League Baseball is contemplating streaming a few regular-season games as soon as next season. “If we could work out some kind of test with our broadcasters, that’s something we’d consider,” says Kam.

Comprehensive video highlights coverage of the playoffs and World Series is planned for the revamped MLB site (www.fastball.com), according to Kam.

The National Basketball Association makes the same stipulation as baseball in prohibiting streamed highlights in its current TV station pacts. “We have an economic interest in maintaining the value of that programming outside the U.S.,” says Ed Desser, president of NBA new media and television ventures.

The National Football League isn’t concerned about live simulcasts of highlights during newscasts, according to an NFL spokesman, but doesn’t permit archiving.

Archived content is the prime source of MLB’s concern, according to one network source, who pointed to the prospect of Web pirates distributing homemade highlight reels online. ■



MLB wants to restrict clips to its site, CNN.com and FoxSports.com

SITE OF THE WEEK www.sn125.com



'Saturday Night Live 25th Anniversary' NBC New York

Site features: For *Saturday Night Live* fans who missed the 25th anniversary retrospective, this site's Screening Room is rich in highlight clips culled from each of the series' distinctive cast eras, from the early years of John Belushi, Dan Ackroyd and Gilda Radner to their contemporary counterparts; directory of musical guests accessible by year, with links to sections on each artist on Launch Web site; Behind the Scene section with views of NBC Studio 8H and dressing rooms; store with *SNL* paraphernalia

Site launched: Sept. 24, 1999

Site director: Tom Hjelm, senior director and executive producer of NBC.com

Number of employees: 5

Site design: NBC.com

Traffic generated: N/A

Advertising: Banner ads

Revenue: N/A

Highlights: Classic bits hold up the best, including Belushi's Samurai spoofs, "The Coneheads," Chevy Chase's original newscast send-ups and those quasi-religious commentaries from Father Guido Sarducci, and Mike Meyer's "Coffee Talk" and "Wayne's World"

—Richard Tedesco

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Issue Date: November 15, 1999
Closing Date: October 15, 1999
Materials Date: October 18, 1999

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Chief Engineer, WCBM-TV Media General Broadcast Group. WCBM-TV2 in beautiful Charleston, SC is looking for a highly motivated Chief Engineer with 3-5 years experience as a Chief or Assistant Chief Engineer. Candidates should be thoroughly familiar with transmitter operations, FCC regulations and computer literacy is a must. Send resume to Human Resources Dept. 210 West Coleman Blvd., Mt. Pleasant, SC 29464. EOE M/F Drug Screening.

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(2) Part Time Broadcast Technicians: The KTRK-TV Production department is looking for a camera operator experienced in broadcast television. Must have experience with handheld camera. Chyron and Audio experience a plus. This position requires flexible hours. Please send resume to: Rick Herring, Senior Director, KTRK-TV, 3300 Bissonnet, Houston, TX 77005, Fax (713)663-8723. Equal Opportunity Employer M/F V/D

The National Digital Television Center-LA is looking for a *Production Engineer* to construct & maintain studios for production, edit facilities, and master control utilized in a multi-channel TV facility. Will be responsible for installing, maintaining, & repairing all types of audio & video equipment to include: professional audio mixers, analog & digital production switchers, routers, intercom systems, cameras, & other associated production equipment. Assoc. degree in electronics or equivalent. Three plus years of broadcast video & audio equipment operation & repair exp. Exp. in maintenance and repair of multiple format broadcast video tape machines. Please no phone calls. Drug test and background check req'd for successful candidate. EOE.

Transmitter/Studio Engineer KSLA Shreveport, LA Position Duties: Candidate must possess excellent skills with five years broadcast TV maintenance, including VHF transmitter experience. Should be familiar with all applicable FCC rules, including EAS. SBE certified or FCC General Radio/Television license helpful. Will be responsible to install, repair and maintain TV broadcast equipment both studio and transmitter. Normal shift is eight hours per day, Sunday through Thursday, but some overtime work is required. You must have a telephone and reliable transportation. Send resume to: Mike Murphy, KSLA, 1812 Fairfield Ave., Shreveport, LA 71101

HELP WANTED NEWS

Weather Anchor: WFMJ Television, Inc. has an immediate opening for a weekday weather anchor. Must be familiar with Genesis software and Barron's Fastrack. We are looking for an experienced, high energy individual, preferable a meteorologist, who can lead our weather department and win hands down during severe weather. We have state of the art equipment and a serious commitment to our weather product. Send tape and resume to: Mona Alexander, News Director, WFMJ-TV, 101 W. Boardman Street, Youngstown, Ohio 44503. EOE.

WHOI-TV in Peoria is looking for a highly motivated, personality plus person with great writing skills to solo anchor its Five O'clock news. Person must have at least one year anchoring experience with a background in health reporting. Send resume and tape to Pat Livingston, News Director, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61610. WHOI-TV is an equal opportunity employer.

WBTW TV has an opening for a Photographer/Live Truck Operator. 1 year exp. College degree preferred. Shoot/Edit Video, Operate Eng. truck, Good communication skills and excellent people skills are a necessity. Other duties as assigned. Good driving record valid driver's license. Send resume to Eric Walters, Managing Editor, WBTW TV, 3430 N. TV Road, Florence, S.C. 29501. EOE/M-F

HELP WANTED NEWS

Television

NEWSCAST PRODUCER

Do you have what it takes to make your newscast stand out in a crowded market? ABC7 Los Angeles is looking for an experienced Newscast Producer.

Qualified candidates will have at least 3-5 year's newscast producing experience in a local television market. Outstanding communication, organization and "people" skills are essential.

Please send your resume and a non-returnable videotape (beta preferred) to: ABC7, Attn: Kimberly Castillo, Dept. NP2/BC, 4151 Prospect Ave., Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer.



Producer: WLKY-TV, Louisville, a Hearst-Argyle station, is looking for a dynamic show producer. We want someone who knows real story production and how to "sell" the big story. Strong writing skills are essential in this position. Send resume and aircheck to: Andrea Armento, Executive Producer, WLKY-TV, 1918 Mellwood Ave., Louisville, KY 40206 No Phone Calls Please. EOE.

TV News Reporter: Eastern Iowa's 24 Hour News Source needs a proven leader on the streets. We're looking for someone who can sniff out their own lead stories, not just take what the desk hands out. KCRG's next reporter will have one year of reporting experience. Beginners need not apply. No phone calls, please. Send Tape and Resume to Personnel Coordinator, KCRG, P.O. Box 816, Cedar Rapids, IA 52406. EOE.

SEND BLIND BOX RESPONSES
TO:

BROADCASTING & CABLE
Box _____,
245 West 17th St. 7th Fl.
New York, New York 10011

SBG

SINCLAIR BROADCAST GROUP

SINCLAIR BROADCAST GROUP TV stations cover over 25.9% of the U.S. and it's top ten radio division operates in 10 separate markets. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

• Birmingham, AL - WTOO (WB)

Local Sales Manager

The fastest growing Warner Brothers affiliate in the country is seeking an experienced leader with a proven track record to head the local sales team. Candidate must be a good motivator and coach, proficient in the development of new business, and have expert control over inventory and pricing. Experience with qualitative research and tvscan is a plus. Send resume and references. Box #373

• Dayton, OH - WKEF / WRGT (NBC)

Videotape Editor

Immediate opening for videotape editor. Must be able to edit Beta, 3/4 and DVC-Pro. Strong organizational skills helpful. Must be able to meet deadlines and work under pressure. Send tape and resume. Box #374

• Johnson City, TN - WEMT (FOX)

General Manager

Seeking VP/General Manager with strong sales management background to run top-notch network affiliate in 93rd market. Prefer candidate with 5+ years as GM, plus experience overseeing news, promotion and marketing. If NASCAR, country music and Blue Ridge Mountain lifestyle appeals to you, Tri-Cities is a great destination. Send resume and references. Box #375

• Las Vegas, NV - KVWB (WB) / KFBT (IND)

Business Manager

We are looking for a Business Manager to assist and operate its Las Vegas television stations. The candidate should have a strong financial background that included 5 years media

experience and /or at least 2 years of financial management. Candidate responsibilities include forecasting, financial accounts, A/R, G/L, budgeting, payroll, etc. Will work closely with Regional Business Manager. If you are up to a challenge, we would like to hear from you. Send resume and salary requirements. Box #376

• Las Vegas, NV - KVWB (WB) / KFBT (IND)

Promotion Director

We have an immediate opening for a creative, organized Promotion Director to manage a staff of producers and a graphic designer. Will also oversee commercial production, and handle outside media and publicity. News and news launch experience a plus. KVWB and KFBT are two powerful stations in a dynamic, exciting metered market operated by Sinclair, one of the largest television station groups in the country. Send resume. Box #377

• San Antonio, TX - KABB (FOX) / KRRT (WB)

Regional Account Managers

Two openings for detail oriented, aggressive, highly motivated Regional Account Managers to maximize revenue by selling and negotiating regional & national business. Minimum of 2 years TV/Radio experience preferred. Send your resume if you are up to this challenge. Box #378

• San Antonio, TX - KABB (FOX) / KRRT (WB)

Regional Account Executives

Openings for professionals who are detail-oriented, aggressive, highly motivated and possess great negotiating and listening skills. Candidate must have 2+ years of television experience. Send resume. Box #379

• San Antonio, TX - KABB (FOX) / KRRT (WB)

Television Assistant Traffic Manager

Candidate must have a minimum of 3 years traffic experience and be "Sales Oriented". Knowledge of BIAS a plus. If you are a self-starter, not afraid of a challenging environment and are a team player, send resume. Box #380

• San Antonio, TX - KABB (FOX) / KRRT (WB)

Account Executives

We have openings for professionals who are detail-oriented, aggressive, highly motivated and possess great negotiating and listening skills. Candidates must have 2+ years of television experience. Send resume. Box #381

• Columbus, OH - WSYX / WTTE

Engineering Maintenance Technician

WSYX/WTTE, the ABC/FOX combo in Columbus, Ohio has an immediate opening for an Engineering Maintenance Technician. Duties include maintenance of all broadcast and related equipment including switchers, DVC Pro VTR's, ENG/EFP equipment, VHR and UHF transmitters, etc. College degree and 2-3 years of broadcast equipment maintenance preferred. Experience with PC's, especially with NetWare and Windows NT a definite plus. Send resume. Box #382

• Columbus, OH - WSYX / WTTE

Producer/Director

WSYX/WTTE currently has a job opening for the position of Producer/Director. At least 2 years of directing experience preferred. Looking for someone who is dedicated to directing newscasts, high-end production and participation in creative process. Background in technical directing, floor directing, and editing a plus. Please send resume and NON-RETURNABLE aircheck with call track. Box #383

• Columbus, OH - WSYX / WTTE

News Photographer

Columbus, OH - WSYX / WTTE - - WSYX/WTTE-TV is looking for a News Photographer. Candidate should be experienced in shooting ENG tape, editing news tape, and fact gathering. Live remote broadcasts, using ENG microwave trucks, portable microwave equipment. Must have valid driver's license. Please send resume and non-returnable VHS tape. Box #384

Mail your resume in confidence immediately to: Broadcasting & Cable, 245 W. 17th Street, NY, NY 10011, Attn: Box # _____

News Reporter-Nashville, TN. (CBS affiliate). Nashville's top network affiliate is looking for a top notch general assignment reporter. If you are a storyteller and a team player, send us a tape. Tape and live reports that win viewers are must! Minimum three years reporting experience. Send non-returnable tape, resume and letter of interest to News Director, NewsChannel 5 Network, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

News Director - KMVT-TV, CBS: Southern Idaho's News Source, seeks a special individual to lead our market-dominating news department. Successful applicant must have a community-based editorial vision, top journalistic abilities, outstanding people and coaching skills, and at least three years experience managing or producing news. Position will also include anchoring the early newscast. Send resume, news philosophy and tape to: Lee Wagner, General Manager, KMVT-TV, 1100 Blue Lakes Blvd. N., Twin Falls, Idaho 83301. Smoke-free and drug-free work environment, EOE. A Catamount Broadcast Group Station.

News Director: Aggressive small-to-mid-sized television market in the beautiful Pacific Northwest needs a ND with solid background in investigative and enterprising reporting; plus high energy, high content newscast to take this team to the next level of excellence. The successful applicant will be a strong leader with good people, organizational and computer skills. Duties include daily assignments and special projects planning. Degree required, must have two years experience in a newsroom supervisory position. Pre-employment drug screening and driving record required. Send resume to: Box 01599 EOE.

News Anchor: We want the very best. You have high energy, deliver the news with authority, yet you're a real communicator. You also bring along strong reporting abilities, and you're a real team player. We're a growing network affiliate in a medium market. We do 3 hours of news every day. Rush your VHS tape, salary requirements, resume, and references to Doug Cray, News Director, NewsChannel 27, 7927 Thomasville Rd, Tallahassee, FL 32312

Managing Editor-Nashville, TN- Are you a highly motivated person who develop reporters into a hard-charging, fire breathing news team? Supervise reporters and assignments editors. Three years experience as an aggressive news reporter, plus a college degree required. If you have great story ideas, love writing, and hate to lose, this is your job! Send a non-returnable tape and resume/news philosophy to News Director, NewsChannel 5 Network, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

Executive Producer wanted. Are you the best producer in your shop? Can you take a good show and make it sing? We have a great news staff, but we need someone to pull all the pieces together. We have ENG/SNG, and graphic artists. We're located in one of the best spots in the country--on Lake Champlain--an hour from Lake Placid, Burlington, VT and Montreal. We are owned by Hearst-Argyle, one of America's strongest television groups. Send tape/resume to: Executive Producer Search, WPTZ-TV, 5 Television Drive, Plattsburgh, NY 12901, Attn: Andy Wormser. EOE.

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HELP WANTED NEWS

KFWD Telemundo is searching for experienced on-air news professionals: Reporters, and a Weather and Entertainment personality. Also needed is A 1 Tech. Dir. with graphics background (Pinnacle is A+). Send demo tape/resume to: News Director, KFWD-TV, 3000 W. Story Rd., Irving, TX 75038, no telephone responses please, an EOE.

Director: Seeking a director for our live fast-paced newscasts and other station programs. Must be able to do own switching and be familiar with all phases of control room/studio operations. Must be news oriented, and able to direct clean high quality live newscasts. A minimum of 5 years of directing news is required. Experience working on the GV3000 or GV4000 is preferred. Avid editing experience is a +. Excellent people skills and the ability to effectively work under pressure are a must. Resume and cover letter (no calls/faxes) to Mr. Terry Belford, Production Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131 EOE

Commercial Director: Three years experience as a commercial director/producer. Experience in 3/4 and 1 inch formats, Grass Valley 200 Switcher and video toaster. Avid airplay and digital editing preferred. Working knowledge of lighting, sound and all aspects of EFP. Demonstrated creative ability in spot development, writing, shooting, directing, and editing. Should have or qualify for state drivers license. Send resume to: KOBV-TV, 825 West Broadway, Farmington, NM 87401. No phone calls please. EOE/M-F

AM News Producer: Seeking a producer for our AM news on weekends or weekdays to help create and format vibrant news shows using sound editorial judgment. The ability to write correct, concise copy under deadline pressure is required. Three years experience of producing TV newscast a plus. Send resume and recent show tape with a brief critique (no calls/faxes) to Camille Edwards, Asst. News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131 EOE

Newscast Producer: WDSU-TV, the Hearst-Argyle NBC affiliate in New Orleans is seeking a newscast producer who can take ownership of one of our main newscasts. Will work with production assistants, anchors, reporters and editors to produce a relevant, compelling and accurate newscast. Must have good journalistic and writing skills, along with knowledge of local and national events. The ability and the drive to win the "Top Story" everyday will be crucial. Must be able to work flexible hours under deadline pressure. Three years producing experience required. College degree preferred. Send resume with cover letter to Personnel Coordinator, WDSU-TV, 846 Howard Ave., New Orleans, LA 70113. No phone calls please. An Equal Opportunity Employer.

Editor/Producer: WTVR-TV, a Raycom Media station, in Richmond, VA is searching for a creative well-organized non-linear Editor/Producer. Can you create promotion that results in appointment television? Applicant must be familiar with Avid and advanced production skills. If you have the skills, looking for a challenge and want to be part of a winning team, send your reel, resume, and references to: Marketing Director, WTVR-TV, 3301 W. Broad St. Richmond, VA 23230. WTVR-TV is an EOE M/F. Pre-employment drug screening required. No phone calls please.

HELP WANTED NEWS

Associate Producer: Requirements: You know the broadcasting business is for you but you want to gain more experience in all aspects of a news department? This job is for you. Join our number one rated team and prepare yourself for a future as a producer, reporter or assignment desk manager. A degree in broadcasting is required. Some work experience in a news environment is preferred. Send resume and references to: Patti McGettigan, Assistant News Director, WOOD TV 8, 120 College Avenue, SE, Grand Rapids, MI 49053. WOOD TV is an EOE.

HELP WANTED WEBMASTER

Webmaster: WTVR-TV, a Raycom Media station, in Richmond, VA is searching for a creative well-organized aggressive Webmaster. Applicant must be able to write HTML. If you have the skills, looking for a challenge and want to be part of a winning team, send your reel, resume, and reference to: Marketing Director, WTVR-TV, 3301 W. Broad St. Richmond, VA 23230. WTVR-TV is an EOE M/F. Pre-employment drug screening required. No phone calls please.

HELP WANTED PRODUCTION

News Production Manager: WHSV-TV, an ABC affiliate, who has recently moved into a new state-of-the-art facility, is seeking a person with hands-on talent who will train news production personnel and continue to improve our news look. Previous technical directing and supervisory experience a must. Experience in producing graphics and long-form specials is helpful. Send cover letter and resume to General Manager, WHSV-TV, 50 North Main St., Harrisonburg, VA 22802. EOE

HELP WANTED PROMOTION

WBTW TV has an opening for a Promotions Manager. Responsible for overall "look" of the station. 4-year college degree preferred, plus 3 years of broadcast experience. Ability to edit, write, produce and shoot. Ability to operate videotape editing/dubbing equipment. Must have flexible schedule. Job involves some heavy lifting (camera). Travel required/ personal vehicle. Must have good driving record and valid driver's license. Send resume to Lou Kitchen, VP/General Manager, WBTW TV, 3430 N. TV Road, Florence, S.C. 29501. EOE/M-F

Promotions Manager: FOX 55/27 Television in Central Illinois seeks an enthusiastic and creative individual to develop and coordinate station promotions including events, contest and general on-air appearance. Ideal candidate will also possess ability to coordinate and/or work with ad agencies in the place of media buys. 2-3 years experience in media promotions and a four-year college degree are necessary qualifications for this diverse position. Editing, web page design and graphics background a plus. Send resume and salary requirements to WRSP-TV, 3003 Old Rochester Rd., Springfield, IL 62703. Attn: Operations Manager. No phone calls please. EOE.

HELP WANTED PROMOTION

Media General Broadcast Group www.mgbg.com *Promotion Producer/Editor* WCBD-TV. Excellent opportunity for experienced Promotion Producer/Editor in beautiful Charleston, South Carolina. Minimum of two years television station experience and highly skilled with editing equipment (especially non-linear experience). Candidates should have strong writing/producing skills ranging from image to topical promotion. College degree preferred. Team work a necessity. Send demo tape. EOE M/F Drug Screen. Send resume to HR Dept. 210 West Coleman Blvd., Mt. Pleasant, SC 29464.

Media General Broadcast Group, www.mgbg.com WFLA-TV (NBC). *On-Air Promotion Manager* needed at Media General's flagship station. This is the #2 position in the Marketing department and requires strong creative skills and previous supervisory experience. The ideal candidate is a medium market promotion manager who'd rather work on creative than budgets. If this is you, here's your chance to work in an all-new digital facility in the #13 market. Rush VHS tape and resume to: WFLA-TV, P.O. Box 1410, Tampa, Florida 33601. EOE, M/F, Drug Screen. Send resume to HR Department.

HELP WANTED CREATIVE SERVICES

Design The Future: South Florida's NBC O&O is getting ready to (literally) make the move into the future! As an exceptional designer and experienced manager, you can play a vital role in designing that future as Design Director at WTVJ. Join one of the most respected and hardest working stations in the country. Just be sure to bring your extensive knowledge of MAC based print and on-air design equipment, Quantel paint box and Hal. Knowledge of non-linear editing and the Internet is strongly recommended. Don't forget to pack your outstanding leadership, organizational, and communication skills. If you're ready to help us design the future, Rush your resume, philosophy, and creative samples to: Employee Relations, NBC 6, 316 N. Miami Ave., Miami, FL 33128. An Equal Opportunity Employer

Graphic Designer \$35,000 - \$45,000: Live in the nation's capitol & create television graphics for an award-winning producer of programming for children & parents. We are looking for an experienced visual Artist who can knock our socks off with 3D & 2D wizardry. Great benefits. Submit resume & short reel (VHS) to: Dale Horos, Div. of Staffing, Montgomery Co. Public Schools, 30 West Gude Dr., Rockville, MD 20850. EOE.

Call Yuki at
212-337-6960
to place an ad in the
Cable or Allied Fields Section

HELP WANTED TRAFFIC

Traffic Manager: KTVT-TV, a CBS owned television station in Dallas/FT. Worth, the 7th largest market in the country is looking for a proven performer. Qualified candidates must have a minimum of 5 years television traffic experience and be able to keep the flow of sales orders moving from order entry to log. send resumes and salary requirements to: Human Resources, PO Box 2495, Fort Worth, TX 76113. No phone calls please. We are an Equal Opportunity Employer.

Traffic Coordinators: WWOR-TV Traffic Department has positions available in our Secaucus, New Jersey location. Responsibilities include scheduling commercial copy, spot placement, maintaining program formats, timing the log and various other traffic tasks. candidates should have one to two years' experience in any of these areas or related areas. Must be detailed oriented and have strong organizational and computer skills. Previous BIAS experiences a plus. Please mail or fax resume to: WWOR-TV UPN9 Attn: Liz Rivera 9 Broadcast Plaza Secaucus, NJ 07096 Fax (201)330-3470 EOE M/F/D/V

HELP WANTED ALL POSITIONS

If you have talent, vision, courage and a willingness to try grits....read on. With a booming economy, great weather and unparalleled quality of life, it's no wonder so many people have decided to call Atlanta home. And Turner is set to open a state-of-the-art production facility, the largest all-digital facility on the East Coast. As for TBS? Well it's the most watched cable network in the country. The Superstation is euphoria for those of you who want to push the envelope, have your ideas heard and love the world of promos. So send your reel, your resume and tell me if you want biscuits with your eggs and grits...or do you want Sourdough toast (we are very cosmopolitan). We're looking for a few superior writers/producers, a couple of brilliant graphics artists, an organized and creative On-Air Projects Manager and a dazzling Comedy Writer. Send resume to: Siobhan Bissell, TBS On-Air Promotion, 1010 Techwood Drive, Atlanta, Georgia 30318; Fax (404) 885-4529; No phone calls please.

CABLE

HELP WANTED SYSTEMS TRAINER

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SYSTEMS TRAINER**

MTV Networks is a member of the Viacom corporate family and one of the largest and fastest-growing entertainment companies in the world including MTV, VH1, Nickelodeon, TV Land, MTV2, Noggin and The Digital Suite.

Use your exceptional communication skills to provide ongoing systems training to our Ad Sales staff. With the ability to create and administer systems training programs and develop a new-hire systems orientation program, this could be the career for you. If you enjoy training others, researching remote training tools and scheduling production of training materials then you will thrive in this role.

The ideal candidate will have a Bachelor's degree (Communications major preferred) with 3+ years' advertising/cable experience. Training experience preferred (group training desirable). You must also be skilled in various PC software applications.

We offer a competitive salary and benefits package. For immediate consideration, send your resume with cover letter and salary requirements, to: **MTV Networks, Staffing Resources - 99, Dept. EC-ST, 1515 Broadway, 16th Floor, New York, NY 10036.** E-mail: ellen.czelada@mtvn.com (any attachments MUST be MS Word). NO PHONE CALLS PLEASE. We regret that we can respond only to those candidates who meet the above requirements. We are an equal opportunity employer embracing and encouraging diversity in the workplace.



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ALLIED FIELD

HELP WANTED FACULTY

The School of Journalism and Broadcasting at Oklahoma State University seeks a tenure-track assistant professor in the broadcast sequence to teach video production, non-linear editing, corporate media and multi-media, including Web page design & production. A master's degree (doctorate preferred) and five years or more of relevant hands-on experience is required. Teaching experience and evidence of potential for research or creative activity and/or professional extension activities are required. Submit application letter, curriculum vita, transcripts and names, addresses and telephone numbers of three references to Chair, Broadcast Search Committee, School of Journalism and Broadcasting, 206 Paul Miller Building, Oklahoma State University, Stillwater, OK 74078-4053. Phone: (405) 744-6354. Application deadline is November 15, 1999. A review of applications will start November 15, 1999 and continue until position is filled. Oklahoma State University is an ADA/EEO/Affirmative Action employer. The School of Journalism and Broadcasting is committed to diversity within the faculty and student body and solicits applications from women and ethnic minorities.

HELP WANTED TECHNICAL

Engineer: Ashland University's Dept. of Communication Arts seeks Engineer for immediate hire. The Dept. supports student-centered 3kw FM radio station and television station cable cast on the Ashland Cable TV system. Responsibilities include installation and maintenance of audio and visual production and editing laboratories, assistance in TV production vehicle maintenance, ability to trouble-shoot and repair component equipment and ability to train faculty, staff and students in new equipment use. The Engineer will assist students on live television production in studio and on location and work with operations manager and faculty on facilities planning. Candidates must have a B.S. degree and S.B.E. certification. Send cover letter, resume and references to Dr. Daniel O'Rourke, Chair, Dept. of Communication Arts, Ashland University, 401 College Ave., Ashland, OH 44805. www.ashland.edu AA/EEO.

HELP WANTED FACULTY

Highly motivated and innovative general manager to lead WANM, noncommercial, educational, 1600-watt radio station at Florida A&M University; at least five years experience as a radio gm or news director; a master's degree in an appropriate area; knowledge of FCC regulations; salary mid to high \$40s. Send resume to Robert Ruggles, Dean, School of Journalism, Media and Graphic Arts, Florida A&M University, Tallahassee, FL 32307; resumes must be postmarked by Friday, October 22.

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FOR SALE

RCA TTU-66 UHF Transmitter, dual RCA TTUE-44 exciters, one ITS exciter, and RCA TFU-28 DAS channel 51 pylon antenna. Great for service or parts, still in operation at this time.

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INTERNET

SERVICES

Parrot Media Network (www.parrotmedia.com) offers online databases of over 70,000 media executives with extensive up-to-date info on thousands of media outlets. U.S. and International TV Stations, Networks, Groups, Reps, Cable Systems, MSOs, Cable Networks, Satellite Operators, Radio, Press/Publicity, Newspapers, Advertising Agencies, Movie Chains and Movie Theatres. \$49.95/month. Call for FREE one day password. All information also available in directory and computer disk formats. 1-800-PARROT

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Broadcasting & Cable

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Display rate: Display ads are **\$218** per column inch. Greater frequency rates are available in units of 1 inch or larger.

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Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

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Authorized Signature: _____

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Credit Card #: _____

Name on Card: _____

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FAX NUMBER: 212-206-8327

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BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Brent Newmoyer at (212) 337-6962 or Yuki Atsumi at (212)337-6960.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

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Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.50 per word, \$50 weekly minimum. Situations Wanted: 1.35¢ per word, \$27 weekly minimum. Optional formats: Bold Type: \$2.90 per word, Screened Background: \$3.00, Expanded Type: \$3.70 Bold, Screened, Expanded Type: \$4.20 per word. All other classifications: \$2.50 per word, \$50 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

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Online Rates: \$50 additional to cost of ad in magazine
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Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

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Coldwater, Michigan 49036
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CHANGING HANDS

The week's tabulation of station sales

TVS

WBSV-TV Venice/Tampa/St. Petersburg/Sarasota, Fla.

Price: \$17 million

Buyer: Entravision Communications Co. LLC, Los Angeles (Walter F. Ulloa, chairman); owns nine TVs, one AM and two FMs

Seller: DeSoto Broadcasting Inc., Sarasota (Danforth L. Sawyer, chairman); no other broadcast interests

Facilities: ch. 62, 5000 KW, ant. 572 ft.

Affiliation: Independent

Broker: Chaisson & Co. Inc.

KQCA(TV)

Sacramento/Stockton/Modesto, Calif.

Price: Less than \$1 million

Buyer: Hearst-Argyle Television Inc., New York (David J. Barrett, president); owns 26 TVs, five AMs and two FMs, including KCRA-TV Sacramento/Stockton/Modesto

Seller: Channel 58 Inc., Sacramento (Wing Fat, president/51% owner); no other broadcast interests

Facilities: ch. 58, 5000 KW, ant. 1,834 ft.

Affiliation: WB

60% of KCWE(TV) Kansas City, Mo.

Price: \$558,000 (for stock)

Buyers: Spouses Sonia G. and David E. Salzman, Kansas City. Sonia Salzman has interests in WATL-DT Atlanta and WNOL-TV New Orleans; David Salzman owns 20% of WGRB(TV) Campbellsville/Bowling Green, Ky.

Sellers: Robert B. Liepold (51%) and Thomas B. Jones, Kansas City; no other broadcast interests

Facilities: ch. 29, 5000 KW, ant. 1,056 ft.

Affiliation: UPN

COMBOS

WFNC(AM)-WQSM(FM) Fayetteville, WRCQ(FM) Dunn/Fayetteville, WFNC-FM Lumberton/Fayetteville and WGNI(FM) and WMNX(FM) Wilmington, N.C.

Price: \$47 million in cash and stock
Buyer: Cumulus Media Inc., Milwaukee (Richard W. Weening, chairman; Lewis Dickey, vice-chairman); owns/is buying 72 AMs and 175 FMs, including WAAV-AM-FM and WWQQ-FM Wilmington

Seller: Cape Fear Radio/Broadcasting, Wilmington (siblings Hannah Dawson Gage and John Dawson, principals); owns construction permit

PROPOSED STATION TRADES

By dollar volume and number of sales; does not include mergers or acquisitions involving substantial non-station assets

THIS WEEK

TVs ■ \$18,558,000 ■ 3
Combos ■ \$96,695,000 ■ 9
FMs ■ \$101,886,000 ■ 11
AMs ■ \$12,791,227 ■ 4
Total ■ \$229,930,227 ■ 27

SO FAR IN 1999

TVs ■ \$2,545,727,005 ■ 58
Combos ■ \$2,560,891,886 ■ 147
FMs ■ \$1,171,898,189 ■ 210
AMs ■ \$184,963,723 ■ 148
Total ■ \$6,463,480,803 ■ 563

for new FM at Wrightsville Beach, N.C.

Facilities: WFNC(AM): 640 KHz, 10 KW day, 1 KW night; WQSM: 98.1 MHz, 100 KW, ant. 830 ft.; WRCQ: 103.5 MHz, 48 KW, ant. 502 ft.; WFNC-FM: 102.3 MHz, 6 KW, ant. 267 ft.; WGNI: 102.7 MHz, 100 KW, ant. 981 ft.; WMNX: 97.3 MHz, 100 KW, ant. 602 ft.
Formats: WFNC(AM): news/talk; WQSM: hot AC; WRCQ: rock; WFNC-FM: news/talk; WGNI: AC; WMNX: urban contemporary

KKXL-AM-FM, KJKJ(FM) and KQHT(FM) Grand Forks and KSNR(FM) East Grand Forks, Minn./Grand Forks, N.D., and KIT(AM)-KATS(FM) and KMWX(AM)-KFFM(FM) Yakima and KQSN(FM) Toppenish/Yakima, Wash.
Price: \$19.71 million

Buyer: Clear Channel Communications Inc., San Antonio, Texas (L. Lowry Mays, chairman); owns/is buying 19 TVs, 172 AMs and 337 FMs, including WLTP(AM) Parkersburg, WRZZ(FM) Elizabeth/Parkersburg and WDMX(FM) Vienna/Parkersburg, W.Va.; WNUS(FM) Belpre, Ohio/Parkersburg; WRVB(FM) Marietta, Ohio/Parkersburg, and KMGW(FM) Casper, Wyo. (see items, below)

Seller: Tom Ingstad Broadcasting Group, Minnetonka, Minn. (Thomas E. Ingstad, president/owner). Ingstad owns/is buying six AMs and 11 FMs, including KTRF(AM) Thief River Falls, Minn.

Facilities: KKXL(AM): 1440 KHz, 1 KW day, 500 W night; KKXL-FM: 92.9 MHz, 63 KW, ant. 385 ft.; KJKJ: 107.5 MHz,

100 KW, ant. 500 ft.; KQHT: 96.1 MHz, 100 KW, ant. 413 ft.; KSNR: 100.3 MHz, 100 KW, ant. 620 ft.; KIT: 1280 KHz, 5 KW day, 1 KW night; KATS: 94.5 MHz, 100 KW, ant. 850 ft.; KMWX: 1460 KHz, 5 KW day, 3.7 KW night; KFFM: 107.3 MHz, 100 KW, ant. 1,500 ft.; KQSN: 92.9 MHz, 17 KW, ant. 843 ft.

Formats: KKXL(AM): AC; KKXL-FM: CHR; KJKJ: AOR; KQHT: CHR; KSNR: oldies; KIT: news/talk; KATS: classic rock; KMWX: oldies; KFFM: CHR; KQSN: hot country

Broker: Media Venture Partners

WLTP(AM) Parkersburg, WRZZ(FM) Elizabeth/Parkersburg and WDMX(FM) Vienna/Parkersburg, W.Va.; WNUS(FM) Belpre, Ohio/Parkersburg, and WRVB(FM) Marietta, Ohio/Parkersburg

Price: \$13 million (\$1.5 million for WRZZ; \$11.5 million for WLTP, WDMX, WNUS, and WRVB)

Buyer: Clear Channel (see preceding item)

Sellers: wrzz: Media Com Inc., Parkersburg (Sam Yoho, president); no other broadcast interests **ALL OTHER STATIONS:** William E. Bennis III, Vienna; is buying construction permit for FM in Goodlettsville, Tenn.

Facilities: WLTP: 1450 KHz, 1 KW; WRZZ: 106.1 MHz, 3 KW, ant. 469 ft.; WDMX: 100.1 MHz, 1.65 KW, ant. 440 ft.; WNUS: 107.1 MHz, 4.7 KW, ant. 370 ft.; WRVB: 102.1 MHz, 25 KW, ant. 400 ft.

Formats: WLTP: news/talk; WRZZ: classic rock; WDMX: oldies; WNUS: country; WRVB: light rock

WIRL(AM)-WSWT(FM) Peoria, Ill.

Price: \$11.86 million (for stock)

Buyer: JMP Media LLC, Peoria (Michael R. Wild president); owns WMBD(AM)-WPBG(FM) Peoria

Seller: Community Service Radio Inc., Peoria (James Glassman, president/94.6% owner). Glassman owns 86.4% of WZNF(FM) Champaign, WQOB(FM) Urbana and WGKC(FM) Mahomet/Urbana, Ill.

Facilities: AM: 1290 KHz, 5 KW; FM: 106.9 MHz, 50 KW, ant. 480 ft.

Formats: AM: news/talk; FM: AC

KWPC(AM)-KWCC(FM)

Muscatine/Davenport, Iowa

Price: \$2.2 million

Buyer: WPW Broadcasting Inc., Monmouth, Ill. (Wayne W. Whalen, owner); owns five other AMs and six other FMs

Seller: Muscatine Communications Inc., Muscatine (John A. Schwandke, president/co-owner); no other broadcast interests

Facilities: AM: 860 KHz, 250 KW day, 8 W night; FM: 93.1 MHz, 6 KW, ant. 328 ft.

Formats: AM: AC; FM: country

KJAM-AM-FM Madison/Sioux Falls, S.D.

Price: \$1.2 million

Buyer: Three Eagles Broadcasting Inc., Lincoln, Neb. (Rolland Johnson, CEO); owns/is buying 11 AMs and 19 FMs

Seller: Madison Broadcasting Co., Madison (John Goeman, president/owner); no other broadcast interests

Facilities: AM: 1390 KHz, 500 W day, 62 W night; FM: 103.1 MHz, 33 KW, ant. 305 ft.

Formats: AM: C&W; FM: country

Broker: Johnson Communications Properties Inc.

WRDW(AM) Augusta and WRFN(FM) Warrenton/Augusta, Ga.

Price: \$800,000

Buyer: Beasley Communications Inc., Naples, Fla. (George Beasley, chairman). Beasley owns/is buying eight AMs and 20 FMs, including WAEC(AM) Atlanta and wwve(AM) Carrollton/Atlanta, Ga. (see item, below)

Seller: Advertising Network Systems Inc./Beard Broadcasting Co., Augusta (siblings Don and April Beard, principals); no other broadcast interests

Facilities: AM: 1480 KHz, 5 KW; FM: 93.1 MHz, 4.1 KW, ant. 300 ft.

Formats: Both sports/talk

Broker: Kempff Communications Co.

51% of WPRN(AM)-WKZB(FM) Butler, Ala.

Value: At least \$500,000 (for stock)

Buyer: K. Darryl Jackson, Butler; owns WPRN-FM Lismar/Butler, Ala.

Seller: Debra W. Jackson (spouse of buyer), Butler; no other broadcast interests

Facilities: AM: 1330 KHz, 5 KW day; FM: 93.5 MHz, 3 KW, ant. 299 ft.

Formats: Both C&W

KBCH(AM) Lincoln City-KCRF-FM Lincoln City/Newport, Ore.

Price: \$425,000

Buyer: Yaquina Bay Communications Inc., Newport, Ore. (David J. Miller, president/91.6% owner); owns KNPT(AM)-KYTE(FM) and KBGX(FM) Newport

Seller: Oceanlake Broadcasting

Corp., Lincoln City (Hal D. Fowler, president); no other broadcast interests

Facilities: AM: 1400 KHz, 1 KW; FM: 96.7 MHz, 610 W, ant. 670 ft.

Formats: AM: MOR; FM: oldies

FMS

WIOB(FM) and WOYE-FM Mayaguez, WCTA-FM San German/Mayaguez, WIOA(FM) and WZNT(FM) San Juan, WCOM(FM) Bayamon/San Juan, and WIOC(FM) and WZMT(FM) (formerly WOQI) Ponce, all P.R.

Price: \$90 million

Buyer: Spanish Broadcasting System Inc., Miami (Raul Alarcon Jr., president); owns 11 other FMs, including WCMA(FM) (FORMERLY WDOY) FAJARDO, WMEG(FM) GUAYAMA AND WEGM(FM) HORMIGUEROS, P.R.; is selling two FMs. Note: SBS is going public; see story, page 34.

Seller: AMFM Inc., Dallas (Thomas O. Hicks, chairman; James E. de Castro, co-vice chairman/president, AMFM Radio); owns 124 AMs and 318 FMs

Facilities: WIOB: 97.5 MHz, 25 KW, ant. 990 ft.; WOYE-FM: 94.1 MHz, 25

KW, 2,967 ft.; WCTA-FM: 95.1 MHz, 25 KW, ant. 1,970 ft.; WIOA: 99.9 MHz, 30 KW, ant. 977 ft.; WZNT: 93.7 MHz, 50 KW, ant. 280 ft.; WCOM: 94.7 MHz, 32 KW, ant. 1,778 ft.; WIOC: 105.1 MHz, 9 KW, ant. 150 ft.; WZMT: 93.3 MHz, 14.5 KW, ant. 225 ft.

Formats: WIOB, WOYE-FM: Spanish; WCTA-FM: oldies; WIOA: AC; WZNT: tropical; WCOM: CHR; WIOC: Spanish; WZMT: modern tropical

WODJ(FM) Grand Rapids, Mich.

Price: \$6.5 million

Buyer: Bloomington Broadcast Corp., Gary, Tenn. (Kenneth H. Maness, president); owns six AMs and eight FMs, including WBBL(AM)-WLAV-FM Grand Rapids

Seller: Goodrich Radio LLC, Kentwood, Mich. (Robert E. Goodrich, president); owns WJNZ(AM) Ada/Grand Rapids and WKMW(AM) (formerly wxbv) Kentwood/Grand Rapids, Mich.

Facilities: 107.3 MHz, 50 KW, ant. 492 ft.

Format: Oldies

Broker: Media Venture Partners

WRJH(FM) Brandon/ Jackson, Miss.

September 8, 1999

WMHT Educational Telecommunications

*has completed the sale of the assets
of its television station*

WMHQ TV

Albany, Schnectedy NY

to

Tribune Broadcasting Company

*The undersigned intiated this transaction
on behalf of the seller
and assisted in the negotiations.*

THE
TED HIEPBURN
COMPANY

Palm Beach

**BNB COMMUNICATIONS, INC.
CHICAGO, ILLINOIS**

Chicago

Price: \$1.6 million
Buyer: Extreme Communications Inc., Silver Spring, Md. (Horace Dawson, president); no other broadcast interests
Seller: Radio WRJH Inc., Brandon (June Harris, president); no other broadcast interests
Facilities: 97.7 MHz, 3.4 KW, ant. 290 ft.
Format: Religion
Broker: Sunbelt Media Inc.

KNUQ(FM) Paauilo/Kahului/Maui, Hawaii

Price: \$1.3 million
Buyer: Visionary Related Entertainment II Inc., Santa Rosa, Calif. (John Detz Jr., president/owner); owns KAOI-AM-FM Kahului, KDLX(FM) Makawao/Kahului, KSRF(FM) Poipu/Kahului, KQNG-AM-FM Lihue and one other FM, all Hawaii
Seller: DCP Broadcasting Corp., Minneapolis (Chris Dahl, CEO); no other broadcast interests
Facilities: 103.7 MHz, 100 KW, ant. 1,209 ft.
Format: Rhythmic hits

KRQK(FM) Lompoc/Santa Maria/San Luis Obispo, Calif.

Price: \$1.3 million
Buyer: AGM-Birmingham LLC, Baltimore (brothers Anthony S. Brandon, president, and L. Rogers Brandon, both members/co-owners); is selling WENN(FM) Trussville/Birmingham, Ala. The Brandons own three AMs and seven other FMs in California, including KZOZ(FM) Santa Maria/San Luis Obispo. They own four other AMs and 11 other FMs
Seller: Padre Sierra Communications Inc., Chula Vista, Calif. (Jaime Bonilla Valdez, 90% owner); owns KSBQ(AM) Santa Maria and KJDJ(AM) San Luis Obispo. Valdez has interests in one other AM and two other FMs in California
Facilities: 100.3 MHz, 3.65 KW, ant. 863 ft.
Format: Contemporary Spanish

Construction permit for KBIW(FM) Lenwood/Barstow, Calif.

Price: \$430,000
Buyer: Lazer Broadcasting Corp., Oxnard, Calif. (Alfredo Plascencia, president/owner); owns two AMs and four FMs, all California.
Seller: Rita Bonilla Fimbres, Chula Vista, Calif.; has applied to build FM in Brigham City, Utah, and is a director of Padre Sierra Communications Inc. (see preceding item)
Facilities: 104.5 MHz, 2.5 KW, ant. 515 ft.

WZZY(FM) Winchester/Richmond, Ind.

Price: \$400,000
Buyer: Rodgers Broadcasting Corp., Richmond (David Rodgers, principal); owns three AMs and two FMs, including WKBV(AM)-WFMG(FM) Richmond
Seller: PICON of Winchester, Winchester (spouses Michael and Rebekah Schillhahn, principals); no other broadcast interests
Facilities: 98.3 MHz, 3 KW, ant. 300 ft.
Format: AC
Broker: Roehling Broadcast Services Ltd.

WSKL(FM) (formerly WKLO) Veedersburg/Corydon, Ind.

Price: \$135,000
Buyer: Zona Communications Inc., Danville, Ill. (Rhea A. Weatherford, president). Weatherford is a principal of Benton-Weatherford Broadcasting Inc., which owns WKZS(FM) Covington, Ind./Danville
Seller: Veedersburg Radio, Corydon (Keith Reising, CEO); no other broadcast interests
Facilities: 92.9 MHz, 6 KW, ant. 328 ft.
Format: Beautiful Music

KMGW(FM) Casper, Wyo.

Price: \$100,000
Buyer: Mount Rushmore Broadcasting Inc., Casper (Jan C. Gray, president); owns five AMs and seven FMs, including KASS(FM), KHOC(FM), KOLT(FM) and KVOC(AM) Casper
Seller: Clear Channel (see \$19.71 million and \$13 million Combo items, above)
Facilities: 1030 KHz, 50 KW, ant. 230 ft.
Format: Country

Construction permit for WPVA(FM) Waynesboro/Blacksburg, Va.

Price: \$70,000
Buyer: CSN International, Santa Ana, Calif. (Charles W. Smith, president); owns 13 FMs
Seller: Positive Alternative Radio Inc., Blacksburg (Vernon H. Baker, president); owns one AM and 11 FMs
Facilities: 90.1 MHz, 2.5 KW, ant. 984 ft.

KCWA-FM Arnold, Mo.

Price: \$51,000
Buyer: Missouri River Christian Broadcasting Inc., Washington, Mo. (J.C. Goggan, president); owns KGNN-FM Cuba and KGNV(FM) Washington, Mo.
Seller: Arnold Educational Broadcasting Foundation, Arnold (Kenneth

Brown, president); no other broadcast interests
Facilities: 89.9 MHz, 150 W, ant. 105 ft.
Format: Religion

AMS

WAEC(AM) Atlanta and WWWE(AM) Carrollton/Atlanta, Ga.

Price: \$10 million
Buyer: Beasley FM Acquisition Corp. (see WRDW[AM] Augusta and WRFN[FM] Warrenton/Augusta, Ga., item, above)
Sellers: Lind C. Voth and Simon Rosen, St. Petersburg, Fla.; no other broadcast interests
Facilities: WAEC: 860 KHz, 5 KW day, 500 W night; WWWE: 1100 KHz, 1 KW day
Formats: WAEC: contemporary Christian; WWWE: contemporary country
Broker: Force Communications and Consultants LLC

WNST(AM) (formerly WKDB) Towson/Baltimore, Md.

Price: \$1.5 million
Buyer: Catholic Radio Networks LLC, San Diego (John T. Lynch, president); owns/is buying 13 AMs and one FM
Seller: Capital Kids' Radio Co., Washington (David Eppler and Virginia Carson, principals); no other broadcast interests
Facilities: 1570 KHz, 5 KW day, 236 W night
Format: Sports
Broker: Blackburn & Co. Inc.

WCTG(AM) Columbia, S.C.

Price: \$850,000
Buyer: Alliance Broadcasting Group Inc., Indianapolis (Joseph Newman, CEO); owns eight other AMs and four FMs
Seller: Lighthouse Productions Inc., Marietta, Ga. (Udel Richardson, president); no other broadcast interests
Facilities: 840 KHz, 50 KW day
Format: News/talk

KWG(AM) Stockton, Calif.

Price: \$441,227
Buyer: Immaculate Heart Radio, Tahoma, Calif. (Douglas M. Sherman, president); owns four other AMs
Seller: Carson Group Inc., Stockton (Susan Carson, president); owns KQOD(FM) Stockton
Facilities: 1230 KHz, 900 W
Format: Spanish
Broker: Media Venture Partners

—Compiled by Alisa Holmes

DATEBOOK

MAJOR MEETINGS

Sept. 29-Oct. 2—Radio-Television News Directors Association Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Rick Osanski (202) 467-5200.

Oct. 26-28—1999 Eastern Show, Cable Conference and Exhibition presented by the **Southern Cable Telecommunications Association**. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Nov. 8—9th annual Broadcasting & Cable Hall of Fame Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Nov. 19-20—Society of Motion Picture and Television Engineers 41st Technical Conference and Exhibition. Jacob Javits Convention Center, New York. Contact: (914) 761-1100.

Dec. 14-17—The Western Show Conference and Exhibition pre-

sented by the **California Cable Television Association**. Los Angeles Convention Center. Contact: (510) 428-2225.

Jan. 24-29, 2000—36th annual National Association of Television Programming Executives Conference and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 453-4440.

April 10-11, 2000—Television Bureau of Advertising Annual Marketing Conference. Las Vegas Hilton, Las Vegas. Contact: (212) 429-1111.

April 10-13, 2000—National Association of Broadcasters Annual Convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

May 7-10, 2000—Cable 2000, 49th Annual National Cable Television Association Convention and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Bobbie Boyd (202) 775-3669.

THIS WEEK

Oct. 3-5—National Religious Broadcasters Western Regional Convention. Antlers Adam's Mark Hotel, Colorado Springs, Colo. Contact: Gary Curtis (818) 779-8400.

Oct. 3-6—Video Transport Services Annual Conference. Hilton Universal City and Towers, Los Angeles. Contact: Sunny Despain (212) 465-6780.

Oct. 4-6—Southern Cable Telecommunications Association Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Oct. 4-7—National Association of Broadcasters Satellite Uplink Operators Training Seminar. NAB Executive Conference Center, Washington. Contact: Courtenay Brown (202) 429-5341.

Oct. 6-7—Kagan Seminars "European Cellular Values & Finance: Thriving On Competition." The Grand Hotel, Amsterdam, The Netherlands. Contact: Marie Hook (831) 624-1536.

Oct. 6-7—Kagan Seminars "Sizing Up Streaming Media Values and Finance." The Park Lane Hotel, New York. Contact: Marie Hook (831) 624-1536.

Oct. 5-13—Telecom '99 8th World Telecommunications Exposition and Forum. PALEXPO, Geneva, Switzerland. Contact: +41 22 730 5111.

Oct. 8-Nov. 28—Rapid Eye Movement: R. E. M. on Television Exhibition at **The Museum of Television and Radio**. The Museum of Television and Radio, New York and Los Angeles. Contact: Tracey Halliday (212) 621-6785.

OCTOBER

Oct. 12-14—Atlantic Cable Show East Coast Cable '99. Waterfront Convention Center, Baltimore. Contact: (609) 848-1000.

Oct. 12-14—Mid-America Cable Telecommunications Association Mid-America Show. Overland Park International Trade Center, Overland Park, Kan. Contact: (785) 841-9241.

Oct. 13-14—Television Bureau of Advertising 7th Annual Research Conference. McGraw-Hill Conference Center, New York. Contact: (212) 486-1111.

Oct. 13-14—Kagan Seminars "Wireless Telecom 2000: A Communications Revolution." The Park Lane Hotel, New York. Contact: Marie Hook (831) 624-1536.

Oct. 13-15—The Folio Show 25th Anniversary Conference and Exhibition. Hilton Hotel, New York. Contact: (800) 927-5007.

Oct. 14-16—National Religious Broadcasters Midwestern Regional Conference. Lied Conference Center, Nebraska City, Neb. Contact: Martin Jones (402) 464-6440.

Oct. 15—Georgia Association of Broadcasters Board Meeting. Sandpiper Cove, Destin, Fla. Contact: (770) 395-7200.

Oct. 18—Broadcasters' Foundation Fall Classic Golf Tournament. Manhattan Woods Golf Club, West Nyack, N.Y. Contact: Gordon Hastings (203) 862-8577.

Oct. 19—Kagan Seminars "TV Station Values and Finance: New Deals for the New Century." The Park Lane Hotel, New York. Contact: Marie Hook (831) 624-1536.

Oct. 20-21—Kagan Seminars "Radio Acquisitions & Finance." The Park Lane Hotel, New York. Contact: Marie Hook (831) 624-1536.

Oct. 21—National Association of Broadcasters 14th Annual Bayliss Media Roast. The Pierre Hotel, New York. Contact: (831) 624-1536.

Oct. 22—National Academy of Television Arts and Sciences/Southern Region Silver Circle Awards. Grand Hyatt Hotel, Atlanta. Contact: Marilyn Ringo (770) 414-8777.

Oct. 24-26—National Association of Broadcasters European Radio Conference. Sheraton Hotel, Brussels, Belgium. Contact: Mark Rebholz (202) 429-3191.

Oct. 25-Nov. 5—The Museum of Television and Radio 5th Annual Radio Festival. Museum of Television and Radio, New York. Contact: Tracey Halliday (212) 621-6785.

Oct. 26-28—1999 Eastern Show, Cable Conference and Exhibition presented by the **Southern Cable Telecommunications Association**. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Oct. 28—HRTS Newsmaker Luncheon Jupiter Communications. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

NOVEMBER

Nov. 8—9th annual Broadcasting and Cable Hall of Fame Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Nov. 10-11—Kagan Seminars "Sports Values & Finance." The Park Lane Hotel, New York. Contact: Marie Hook (831) 624-1536.

Nov. 17-18—Kagan Seminars "Motion Picture Production & Finance." The Wyndham Bel Age Hotel, Los Angeles. Contact: Marie Hook (831) 624-1536.

Nov. 17-19—The International Council of the National Academy of Television Arts and Sciences United Nations Television Forum. The United Nations, New York. Contact: (212) 963-9670.

Nov. 13-Dec. 6—The Museum of Television and Radio 8th Annual International Children's Television Festival. Museum of Television and Radio, New York. Contact: Tracey Halliday (212) 621-6785.

Nov. 19-20—The International Council of the National Academy of Television Arts and Sciences iEMMY's Nominee Festival. The United Nations, New York. Contact: (212) 594-5351.

Nov. 19-20—Society of Motion Picture and Television Engineers 41st Technical Conference and Exhibition. Jacob Javits Convention Center, New York. Contact: (914) 761-1100.

Nov. 22—The International Council of the National Academy of Television Arts and Sciences 27th International Emmy Awards Gala. The New York Hilton Hotel, New York. Contact: (212) 489-6969.

Nov. 30—Cabletelevision Advertising Bureau Traffic and Billing/Sales Automation business interest group regional workshop. Wyndham Los Angeles Airport Hotel, Los Angeles. Contact: (212) 508-1229.

DECEMBER

Dec. 1-3—DTV4, Digital TV Forum and Conference Presented by **World Research Group**. Hotel Inter Continental, Los Angeles. Contact: (800) 647-7600.

Dec. 13—DBS Digest DBS 2K: Pathways to Profits Conference. Barnaby's Hotel, Manhattan Beach, Calif. Contact: (719) 552-5285.

Dec. 14-17—The Western Show Conference and Exhibition presented by the **California Cable Television Association**. Los Angeles Convention Center. Contact: (510) 428-2225.

JANUARY 2000

Jan. 11-13, 2000—The Society of Cable Telecommunications Engineers 2000 Conference on Emerging Technologies. Marriott Hotel, Chicago. Contact: Glenda Calcaterra (610) 363-6888.

Jan. 17-18, 2000—University of Nevada, Las Vegas and Television News Center World Television Journalism Conference. Tropicana Hotel and Resorts, Las Vegas. Contact: Herb Brubaker (301) 340-6160.

Jan. 24-29, 2000—36th annual National Association of Television Programming Executives Conference and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 453-4440.

FEBRUARY 2000

Feb 5-8, 2000—National Religious Broadcasters 57th Annual Convention and Exposition. Marriott Hotel, Anaheim, Calif. Contact: (703) 330-7000.

Feb 17-19, 2000—Broadcast Cable Credit Association Credit Conference 2000. Seattle Sheraton Hotel, Seattle. Contact: Mary Teister (847) 296-0200.

MARCH 2000

March 12-15, 2000—Cable Television Association of Georgia 32nd Annual Convention and Exposition. Marriott Hotel, Anaheim, Calif. Contact: (703) 330-7000.

—Compiled by Nolan Marchand
(nmarchand@cahners.com)

Electrifying Kling

Even in the '50s, growing up in Brooklyn and East Meadow, Long Island, Lewis Kling always knew electrical engineering was for him. There was this knack for tinkering with electronics. While other kids played marbles, little Lew fixed neighbors' television sets.

"People were afraid to walk into my room, because they were afraid" of electrocution, Kling quips.

It was this interest that led him to a prestigious Westbury, N.Y., technical high school and later Rensselaer Polytechnic Institute in Troy, N.Y. He got an electrical engineering degree and then quickly set out to make history with Daytona Beach, Fla.-based General Electric as a computer design engineer on the Apollo Spacecraft Team.

"This was an exciting time in the U.S.," he says. "Watching us successfully get through the Mercury and Gemini orbital programs and finally the walk on the moon in 1969."

It may have been "just one small step for man," but it proved a huge launching pad for a career that has successfully reaped engineering and executive jobs in communications and aviation over three decades.

Today, as president of Dielectric Communications, Kling is making history again—this time with digital broadcast television.

Raymond, Maine-based Dielectric, a division of SPX Corp., is riding the explosive DTV antenna business, becoming the dominant supplier to North American TV stations, with 130 current DTV customers. It also has dibs on the robust market for replacement analog TV antennas.

Dielectric can thank the FCC, which has mandated that all U.S. television stations begin broadcasting digital signals by 2003.

Supplying those stations with DTV antennas is sure to be a towering feat. The company has been ramping up for the growth. It added a digital television engineering wing earlier this year to accommodate an influx of orders over the past 18 months, and be ready for those in years to come.

Kling expects the upward spiral to continue even past 2003 as stations change their digital channels, and he foresees the European and Latin American markets also becoming hot spots for the company.

Further, he says, the embryonic era of digital radio will provide a whole new market for the company to tackle.

"Lew has done a great job leading the



"People were afraid to walk into my room, because they were afraid" of electrocution.

Lewis Mark Kling

President, Dielectric Communications, Raymond, Maine; b. Brooklyn, N.Y., Feb. 28, 1945; B.E.E.E., Rensselaer Polytechnic Institute, Troy, N.Y., 1966; M.B.A., Stetson University, DeLand, Fla., 1971; General Electric-Simulation and Control Systems: digital design engineer, and manager-design engineering, 1966-1979; manager-engineering and manufacturing operations, manager-simulation programs, 1979-1985; manager-international marketing, 1987-1988; manager-programs, 1988-1990; Harris Corp., vice president, general manager, electronic systems, 1990-1994; Allied Signal, senior vice president, commercial avionics systems, 1994-1997; current position since June 1997; m. Rebecca Brecher, Feb. 25, 1995; children: Cheryl Roesch, 27; Chris Brecher, 27; and Carrie Brecher, 23.

company in a time of such significant growth," says Jay Martin, Dielectric's vice president of sales and marketing.

As Kling looks ahead, he holds firm to the principles of his greatest role models—his mother Evelyn and his father, William, who owned a New York garment business. He credits them with putting that "burning in-the-belly desire to make a difference.

"I watched my father—when I was 18—lose his business, have a major heart attack and still, with the help of my mother, who went back to work after 25 years, make a new life through his can-do attitude," Kling recalls. "If I am half the person they were, I will consider myself successful."

It's that "burning in the belly," Kling says, that led to professional achievements that include working as senior vice president at Fort Lauderdale, Fla.-based Allied Signal, where he was responsible for "all the commercial avionics for jet aircraft worldwide." He served simultaneously as chairman of a Moscow-based project with a Russian avionics company working to develop a new Russian aircraft.

Through his years in management, Kling has developed a talent for running a company, regardless of the product. That's why he's able to juggle the task of also running five other SPX-owned companies, including one that manufactures large furnaces, one that builds ultra-low-temperature freezers, and one that makes bus fare boxes.

Despite his professional accomplishments, the source his greatest pride remains his family.

He met his second wife, Rebecca Brecher, on a blind date, and it's been bliss ever since, he says. Running six business has Kling on the road and in the air much of the time, but he takes that opportunity to extend the honeymoon. "I take my wife on as many trips as I can," he says. That fits into his master plan to "spend as much time with my wife as possible."

He has two other passions: When he's not traveling, the executive enjoys spending time golfing, a convenient hobby considering he lives with his wife on a golf course in Falmouth, Maine. He takes advantage of the cold Northeast weather spending time on the ski slopes and to warm up he retreats to the garage where he stores his small Corvette collection, including his "baby"—a 1958 auto he restored several years ago and exhibits in car shows. "I've never lost in a show."

—Karen Anderson

BROADCAST TV

Appointments, PBS, Alexandria, Va.: **Patricia DiRuggiero**, assistant general counsel, named VP, associate general counsel and corporate secretary; **Steven Gray**, director, program scheduling and PBS channels; **Dan Hamby**, senior director, program acquisitions and producer and station relations, named VP, PBS Home Video; **Andre Mendes**, senior director, client services, named VP and chief information officer; **Annette Pocica**, director, budget and finance, named VP, finance.



Admans

Tina Admans, Master Black Belt, QNBC (Quality NBC), Burbank, Calif., named VP, West Coast.

Richard Life, group editor, BROADCASTING & CABLE International Television

Group, London, joins Channel 4 International there as programme executive.

Josh McGraw, VP/general manager, WAWS-TV Jacksonville, Fla., named president, Clear Channel, Jacksonville.

PROGRAMMING

Veronika Lineberry, director, on-air production, King World, Los Angeles, named VP, creative services, West Coast.



Fitzpatrick

Robert Fitzpatrick, VP, business affairs, ABC Entertainment, New York, joins Studios USA Domestic Television there as senior VP, business and legal affairs.

Keith Le Goy, VP, sales, Europe, Walt Disney Television International, London, joins Columbia TriStar International Television there as senior VP, European distribution.

David Mandell, senior director, business and legal affairs, Playboy Entertainment Group Inc., Beverly Hills, Calif., named VP, business and legal affairs.

JOURNALISM

Daniel Zwerdling, host, *Weekend All Things Considered*, NPR, Washington, named senior correspondent, *American RadioWorks*, St. Paul/Minneapolis.

Jeffrey Prier, chief meteorologist, *News 8 Austin*, Austin, Texas, joins WFTX-TV Fort Myers, Fla., in same capacity.



Sealls

Alan Sealls, meteorologist, WMAQ-TV Chicago, joins WKRG-TV Mobile, Ala., as chief meteorologist.

Henry Szujewski, producer/director, production services unit, WILL-TV Urbana, Ill., named executive producer.

RADIO



Tang

Jessamy Tang, director/assistant to the president, ABC Radio, New York, named president and general manager of co-owned WEAE-AM ESPN Radio, Pittsburgh.

Fred Bennett, interim general manager, Westwood One, Detroit, named VP, East Coast affiliate sales. He will relocate to New York.

Sonia Hight, multimedia manager, KABC-AM, KLOS-FM, KDIS-AM, Los Angeles, joins KGO-AM and KSFO-AM San Francisco as director, new media.

CABLE

Robert D. Baxter, VP and chief financial officer, Odyssey, a Hallmark and Henson Network, Los Angeles, named senior VP and CFO, Los Angeles and New York offices.

Nicholas Bogner, head, development, Cruise-Wagner Productions, Los Angeles, joins TNT there as VP, development, TNT originals.

Appointments, USA Networks Inc., New York: **Brad Galinson**, graduate, Harvard School of Business Administration, Cambridge, Mass., joins as director, strategic planning; **Stephen Mauri**, analyst, Chase Securities, New York, joins as associate director.



Forrest

Robert C. Forrest, executive director, business affairs, MGM Home Entertainment, and counsel, media home entertainment, Los Angeles, joins Fox Family Worldwide there as VP, business and legal affairs.

Appointments, Discovery Networks, Latin America/Iberia, Miami: **Luis Silberwasser**, VP, marketing, named VP, affiliate sales and business development; **Pedro Blanco**, director, marketing, named VP, marketing and creative director; **Camilo Bernal**, director, affiliate sales and relations, named group director, affiliate and program sales.

Bonnie M. Anderson, managing editor, CNN en Español, Atlanta, named VP, recruiting and talent development, CNN News Group.

Jeff Brown, general counsel, TCA Cable, Atlanta, joins Cox Communications there as director, programming.



Manougian

David Manougian, senior VP, advertising sales, The Golf Channel, Orlando, Fla., named chief marketing officer. He will continue his current duties.

Justin Morris, senior producer, Food Network, New York, named director, on-air promotion.

Appointments, Comcast Cable, Baltimore: **Douglas Sansom**, VP, operations, Baltimore metropolitan area, named VP and general manager, Balti-

more metropolitan area systems; **Barbara Gehrig**, VP, finance, mid-Atlantic division, named regional VP, Maryland/Delaware region.

**ADVERTISING/MARKETING/
PUBLIC RELATIONS**

Appointments, Bates USA, New York: **Mike Robertson**, creative director, named vice chairman, Bates USA West. He will relocate to Irvine, Calif. **Chris Clark**, executive VP, director of business development, named executive VP, director of planning and strategic development.



Phillips

Maribeth Phillips, freelancer, Lee Hunt Associates, New York, named executive producer, on-air design.

Lauren Murphy, assistant manager, merchandise services, American Express, New York, joins Good-

Times Entertainment there as marketing manager.

TECHNOLOGY

Guillermo Villanueva Pinto, executive director, Servicios Peruanos, Lima, Peru, joins Diginet Americas there as general manager, Diginet Peru.



Cappello

Appointments, Sky Latin America Partners, a digital satellite television service, Miami:

Juan Pablo Cappello, associate attorney, Cleary, Gottlieb, Steen and Hamilton, New York, joins as senior VP, legal and

business affairs; **Carolina Guevara Lightcap**, executive director, marketing, Twentieth Century Fox Home Entertainment Latin America, Los Angeles, joins as VP, sales and marketing.

INTERNET

Appointments, Oxygen.com, Oxygen Media, New York: **Amy Critchett**, supervising producer, ZDTV, New York, joins as executive producer, home base and network hub; **Martha McCully**, beauty director, Allure magazine, New York, joins as executive pro-

ducer, style site; **Lynne Tapper**, manager, multimedia, ABC Sports, New York, joins as executive producer, WeSweat.com.



Darwin

Jason Darwin, Web producer, WRAL-TV Online, Raleigh, N.C., joins WCNC-TV Charlotte, N.C., as Web journalist.

Estie Todtman, president, National Television Services Inc., New York, joins News-

Net Central Networks there as VP, director of sales planning.

ASSOCIATIONS/FIRMS

Terri Santisi, executive VP and general manager, EMI-Capitol Music Group, New York, joins KPMG LLP there as national industry director and partner-in-charge, media practice.

Jeffrey Dunaj, design director, Home and Garden Television, New York, joins Novocom, Los Angeles, as senior art director.

Michael Powerdly, sales specialist, Computer Associates International, New York, joins the Arbitron Co. there as senior client service representative, National Radio Services.

DEATHS

Ivan Goff, 89, co-creator of the television series *Charlie's Angels* (1967-75), and co-writer of the films *White Heat*, *Captain Horatio Hornblower* and *Man of a Thousand Faces*, died Sept. 23. Along with longtime writing partner Ben Roberts, Goff scripted more than 25 films for stars such as James Cagney, Gregory Peck and Joan Crawford. The pair turned to television in the 1960s, writing for *The Rogues*, which dealt with the adventures of a gang of international swindlers. They also produced *Mannix* (1967-75). A former president of the Screen Writers Council of the Screen Writers Guild (predecessor of the Writers Guild of America), Goff's career began at age 15 when he wrote shipping news for a local newspaper in his native Australia. Goff's marriage to the former Natalie Draper ended in divorce in 1964. He is survived by three sons and a brother.

—Compiled by **Mara Reinstein**
mreinstein@cahners.com

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Lawrence Oliver, Publisher

Broadcasting & Cable

PRESENTS

The Ninth Annual

HALL *of* FAME

Broadcasting & Cable proudly welcomes twelve new media luminaries into its Hall of Fame. Recognized for their substantial contributions, these exemplary individuals have made an indelible mark on the medium.

Join us in celebrating their remarkable achievements with a message in the special souvenir program distributed at the induction ceremony on November 8. An unforgettable evening, the inductions will take place during a black-tie dinner at the Marriott Marquis in New York City.

The souvenir program will also be included in the November 8 issue of Broadcasting & Cable. Don't miss the opportunity to applaud these outstanding professionals along with the entire industry. Call today to reserve space. And join us at the event.

For more information and reservations, please call
STEVE LABUNSKI, 212-337-7158

ISSUE DATE: November 8, 1999
CLOSING DATE: October 29, 1999



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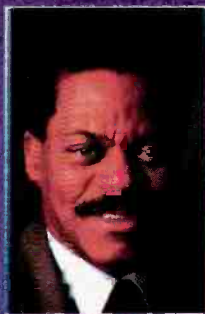
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A federal district court in New York last week permanently forbid satellite uplinker PrimeTime 24 from retransmitting feeds of National Football League games in all foreign countries. The NFL sued PrimeTime 24 in May 1998, claiming that PrimeTime 24 violated its copyrights by transmitting games to Canada. The NFL is awaiting the court's decision on statutory damages and attorneys' fees. The sports league asked the U.S. District Court in the Southern District of New York for up to \$100,000 in damages for each of 100-plus games PrimeTime 24 transmitted between August 1997 and December 1998. The court referred that decision to a magistrate.

The FCC last week said

it is considering ways to protect low power TV stations from interference created by new full-power stations. The agency did not offer concrete proposals. Instead, it asked for comments on how to ensure that LPTV stations do not interfere with full-power stations' digital signals and what impact LPTV interference protections would have on full-power outlets that request changes to its digital channel assignments. The FCC also asked whether LPTV stations should have protection against new full-power entrants seeking digital allotments. FCC Chairman William Kennard and Commissioner Gloria Tristani said they were disappointed that the other commissioners did not vote to offer more specific proposals for

protecting LPTV outlets.

The National Radio Systems Committee has agreed to design a second round of comparative testing for competing in-band-on-channel digital radio technologies. Lab tests of each system would be conducted under identical conditions and field trials carried out over the same radio stations. Lucent Digital Radio Inc., which is developing one of the technologies, is pushing for the second round of trials because, it says, current tests being conducted by the competing parties under varying conditions should not be used for comparative analysis. No date has been set for launching the second test, but Lucent hopes they can be completed by mid-2000.

Long-time cable indus-

try reporter Richard Katz died last Tuesday in his Manhattan apartment. Katz, 33, suffered from severe asthma and apparently died after a respiratory attack in the middle of the night. Katz covered cable programming for various trade magazines for more than a decade, and most recently at *Variety* and earlier at *MediaWeek*, *Multi-channel News*, *Cablevision* and *Channels*. Aside from his deep knowledge of the cable industry, Katz was best known as a devotee of punk rock. Katz is survived by his wife, Julie Wolfe; parents George and Evelyn, and brother, Douglas. In lieu of flowers donations may be sent to Cable Positive.

"Quality sells" in TV news, according to a study the Project for Excellence in Journalism plans to release in November. PEJ, which rates stations based on such criteria as sourcing and story selection, previewed its findings at the Radio-Television News Directors Association in Charlotte, N.C., last week. It concluded that top-rated stations were twice as likely to be rising in ratings as they were to be falling. Also, the worst-rated stations were twice as likely to be falling as rising. On the downside, PEJ said, many of the stations previously ranked have dropped in their rankings. PEJ studied 59 stations in 20 markets.

Wxtv(tv) New York, the Univision owned and operated station has named two veterans of the station's news department to anchor its new morning newscast: Adhemar Montagne and Arly Alfaro. The newscast debuts today (Oct. 4) and it's the

Prime time streamed!

ABC's Sam Donaldson returned to prime time live last week, only this time it was live video streaming on the Internet and the prime time was 12:30 p.m. (Lunch hour is rush hour on the info highway.)

ABCNews.com last week launched SamDonaldson@ABCNEWS.com, a 15-minute Webcast that it billed with the impressive sounding but caveat-heavy "first regularly scheduled (three days a week) live, television-quality-produced Webcast offered by a broadcast network." ABC News President David Westin, in Washington for the debut, said that in two years, "there will be a lot more programs like this." That would be just fine with Sam Donaldson, who said he was "pumped" by the experience and ready to go five days a week, although he seemed a little disappointed with the number of people participating (128) in the show's first interactive survey (how to spell "potato"). That number was revised to more than 1,500 by midweek, however. The total number of unique users of that first Webcast was 9,000, including those who watched live and those who accessed an archived version. ABC-NEWS.com spokeswoman Michelle Bergman called it a "great start to innovative programming on the Web." Numbers from the Wednesday Webcast had not been tabulated by press time.

Asked at the post-debut news briefing when he thought the Webcast would attract a mass audience, Westin said never, explaining that, in general, he believed a mass audience for any except the exceptional event "is something we'll never see again."

Something else that won't be seen again is the four-digit IP address that was posted along with the questions of those participating in online interviews of Donaldson's guests. After an AP reporter pointed out that those addresses could be traced to identify the sender (the reporter had identified an e-mailer to Donaldson's guest, FCC Chairman William Kennard, as an employee of the Justice Department), Bergman said the numbers would be manually deleted. She said, however, that publishing the numbers had been within company's privacy policy and was not the same as publishing the e-mail address.

—John Eggerton

Originals abound for TNN, Viewer's Choice

Cable is getting more original. Just days after pay-per-view distributor Viewer's Choice (to be known as iN DEMAND after Jan. 1, 2000) made its first move toward producing original programming, The Nashville Network sealed the deal for its first original drama series. TNN's new entry is *18 Wheels of Justice*, a one-hour drama starring Billy Dee Williams, G. Gordon Liddy and Diet Coke hunk Lucky Vanous as a truck-driving special agent. TNN ordered 22 episodes for a weekly 9 p.m. slot beginning in January. The exact date of air was not available. While TNN has produced music specials, documentaries and news in the past, it has never undertaken a drama series. Sources familiar with the deal said *18 Wheels* is TNN's most expensive production to date. TNN will spend about \$165.2 million on programming in 1999, according to Paul Kagan Associates.

Viewer's Choice will spend in the "tens of millions" and possibly beyond in its first-ever foray into content production, according to Mindy Herman, president and CEO. Movies and scripted specials are on the agenda, but VC's first original endeavors will probably involve comedy, music and sporting events. "Those are the easiest and best to get off the ground," Herman said. A new production entity called iN DEMAND Entertainment is being established in VC's Los Angeles offices. Former Fox exec Mark Sonnenberg has been tapped to lead the endeavor. Herman and Sonnenberg have their eyes on filling underused dayparts with such offerings as children's programming, financial shows and possibly sports. "No one has looked at pay-per-view as a network," said Sonnenberg, VP of entertainment for Viewer's Choice. "We are a network, and we want people to look at us as a channel." —Deborah McAdams

first regularly scheduled Spanish-language TV newscast for the wakeup hour (6 to 7 am).

"Just naming the issue is the first step for most of us," says Lois Salisbury, president of nonprofit children's advocacy group Children Now, about the question of how media affect boys in the United States, during a two-day event in Los Angeles last week. Children Now hosted the event to discuss its recent report on masculinity in the media. "There were some positive opportunities teased out" of the panel discussions attended by TV professionals, the media and child advocates, Salisbury says. She cited the idea discussed in one that action shows can be

developed without being violent. "There are few programs put out that do it," Salisbury said, "but no one thought it was impossible." Among the findings of the research—which comprises content studies of prime time TV, movies and music videos, and a national poll of kids—was the fact that television is the top medium of daily use for all children through the eighth grade.

Former ABC newsmen Forrest Sawyer has joined NBC News as anchor and contributor for both the broadcast network and MSNBC. Sawyer will be a part of the network's 2000 election campaign coverage and will serve as the primary substitute anchor for Brian Williams' nightly newscast on MSNBC. He will also be

available to substitute anchor for NBC News broadcast programs and will also do some reporting for *Dateline*, the network said. Sawyer and ABC parted ways earlier this year when the network indicated he would have to take a salary cut.

In a relationship marked by contention and conflict, Excite@Home and controlling shareholder AT&T finally agreed on one thing last week: that Excite@Home is in play. The confirmations contrasted with an earlier statement by AT&T Broadband & Internet Services President-CEO Leo Hindery labeling deal talks "absurd." From mid-week on, speculation centering on America Online acquiring part or all

of Excite@Home helped boost shares in both companies. But while a deal appears more likely than in the past, its structure remains fluid as negotiators seek to accommodate multiple and often conflicting agendas. There's speculation that an announcement could come as soon as this week, but sources familiar with the companies say that's optimistic. "This thing is in such chaos; there is such emotion evolved," said one source. "A bunch of proposals are floating around." The proposal generating the most attention involves splitting off the Excite content-portal portion of Excite@Home and selling it to AOL. On the surface, that proposal addresses two key issues: AT&T's need to gain approval for its \$60 billion merger with MediaOne and AOL's desire for access to cable's high-speed network. Microsoft and Yahoo! are also said to be interested in buying all or part of Excite@Home, effectively increasing AT&T's leverage in negotiating with AOL. "I think there's a deal that works, but it ain't going to be an easy deal to get done," says Janco Partners' Ted Henderson.

Correction: MGM's structure was incorrect in BROADCASTING & CABLE's Sept. 20 special report on the Top 25 Media Groups. Metro-Goldwyn-Mayer Inc. is organized in the following manner: TV: MGM Television Entertainment, MGM Networks and MGM Worldwide Television Distribution; Feature Films: MGM Pictures, United Artists Pictures.

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Public service census

TV and radio stations should be receiving their survey forms from the NAB this week. The association is again looking to quantify the industry's public service commitment. Last year's was a whopping \$6.8 billion. Some groups took issue with that figure, suggesting that broadcasters were padding the numbers by including money and goods raised for charity through on-air efforts and work in the community, rather than simply counting the dollars in donated airtime. Are they suggesting that raising millions for muscular dystrophy or collecting a hundred thousand sweaters for the poor is somehow less charitable? We encourage broadcasters to fill out the surveys, and to take pride in recalling their accomplishments.

Acorn.com?

ABC last week streamed what it advertised as the first regularly scheduled, TV-quality Internet newscast. Whether Sept. 27, 1999, will become a milepost for future TV scholars or simply recede into the blur of history is for history to decide. There was, however, an almost retro echo of TV's pioneering days about the show. Sam Donaldson@abcnews.com, as the Webcast was christened (Web news being a destination as well as an event), was 15 minutes long and Sam, part John Cameron Swayze, part Felix the Cat (the star of those earliest TV tests) was about 2-by-2 inches. The first TV screens, remember, were tiny compared to today, and the first newscasts often 15 minutes or even shorter. The audience numbers also recalled the days of storefront TV viewing. Only 9,000 tuned in (or is it accessed?) the inaugural offering, either live or through an archived copy. Still, ABC executives

pronounced the launch a success and Sam Donaldson's enthusiasm was absolutely infectious. Donaldson, currently doing the show three days a week, said he was ready to do five.

Steve Bornstein, who has hitched his wagon to a cursor as new chairman of the Buena Vista Internet Group, said he thought it "inevitable" that the Webcast would be a success. As more bandwidth becomes available and viewing patterns change, this stream could indeed become a river.

'SNL' been bery, bery good to us for 25 years

Saturday Night Live around for 25 years? Impossible. *Meet the Press*? Sure. *The Tonight Show*? Absolutely. They're your father's Oldsmobile. Yet that was indeed *SNL* saluting its 25th on NBC last week. The show that defined hip American TV in need of a hip replacement? Well, it's true that some of the rockers on the earliest shows are in need of rockers themselves, but it's still tough for the 40-some-things to fathom. *Saturday Night Live* was a revolution in television sensibilities, at least on this side of the big pond (the Monty Python troupe having already showed us what "completely different" could be).

SNL was a comedic lifeline for a generation weaned on *Mad* magazine and, later, *National Lampoon* (which provided some of the talent pool for *SNL*). The cast—Belushi, Aykroyd, Radner, Murray and a host of others—were our Pythons. The show would become a launching pad for a Who's Who of comedy talent.

Not everything was funny, not every skit worked, but it was TV that "got it." So here's to Killer Bees and Bass-omatics, Coneheads and cheeseburger cheeseburger cheeseburger. You know something, you looked mahvelous.

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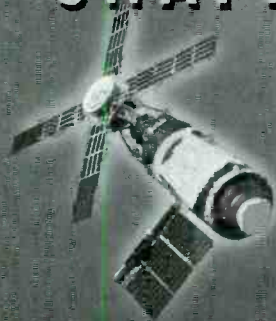
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